FISCAL YEAR 2020 COMMUNITY REPORT

We’re here for you, and because of you...
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.

ideastream serves Northeast Ohioans by listening, understanding and fostering dialogues across the region. As Northeast Ohio’s largest independent, publicly supported media organization, it 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 and abiding 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 and information radio station; and WCLV 104.9, Northeast Ohio’s classical music radio station. Through multimedia experiences, ideastream engages with the community and tells local stories focused on arts and culture, community affairs, education, health and science and the State of Ohio.
In a year full of challenges, ideastream continued to implement its 2019–2021 Strategic Plan and further aligned ideastream’s strengths to better serve the community. To address a growing need for local journalism and the changing media landscape, ideastream conducted research in support of the development of a statewide public radio and digital news collaborative. When the collaborative is implemented, it will be the state’s largest newsroom and Ohio’s only daily statewide radio and digital news service. ideastream also began a collaboration with Kent State University’s public radio station, WKSU 89.7, to explore opportunities for growth and expansion of public media service in Northeast Ohio.

As the COVID-19 pandemic impacted lives across the globe, ideastream produced several content series and initiatives to keep the local community in-the-know. Across its broadcast and digital channels, ideastream provided important health updates, reported on the local impacts of the pandemic and shared Governor Mike DeWine’s COVID-19 briefings statewide. ideastream also offered educational resources to assist children, families and educators adapting to at-home learning. With in-person events canceled and many of Northeast Ohio’s iconic arts institutions closed, ideastream connected the community with engaging music and entertainment — offering a new daily classical music radio program, on-demand concert recordings and live digital performances that gave audiences access to local art and music.

ideastream embarked upon a new series of diversity, equity and inclusion initiatives with its staff as our nation continued to struggle with legacies of injustice, racism and inequity. These efforts were implemented to help disrupt the vicious cycle of disinvestment and displacement that negatively impacts the vitality of communities of color. In addition, through its public media workforce collaborative, ideastream offered staff members professional opportunities to increase staff diversity and share best practices among regional public media stations.

Thanks to generous contributions from our members and supporters, ideastream was able to significantly increase its commitment to serving Northeast Ohio in a time of great need. On behalf of ideastream’s staff and board, thank you for helping ideastream expand community services and deliver innovative solutions. We're here for you, and because of you.

Kevin E. Martin
President & CEO

Sandra Kiely Kolb
Board Chair

EXPERIENCE the digital Report to the Community at ideastream.org/financials-reports
Recognizing artists of color face barriers in the art world, ideastream’s *Equity in Art* series sought to amplify their work.

Through this long-form digital series, ideastream profiled artists of various genres living and working in Northeast Ohio, including Jordan Wong [pictured right].

**FIVE IN-DEPTH MULTIMEDIA STORIES** were produced for the project.

In describing her art, Spencer said her sculpture expresses her joy and love for humanity while her social justice pieces express anger.

Following the death of George Floyd under the knee of a Minneapolis police officer, she renewed her focus on art examining social issues.

As a sculptor, Spencer utilizes natural materials in her work. She aims to “put value back into things people see as valueless.”
The Cleveland Orchestra and ideastream are committed to collaborating on projects that can transform lives through the power of music, including airing weekly radio broadcasts on WCLV 104.9, streaming community concerts online and co-producing nationally distributed television specials. Over the year, content created through the partnership reached:

OVER 18,800 DIGITAL USERS

USERS FROM 55 COUNTRIES

The top four livestreamed concert performances have been viewed for an equivalent of 572 HOURS AND 52 MINUTES across ideastream.org and social media.

PARTNERED WITH THE CLEVELAND ORCHESTRA

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

OVER 18,800 DIGITAL USERS

USERS FROM 55 COUNTRIES

At a time when the Orchestra had to cancel in-person performances, ideastream and the Orchestra launched Lunchtime with The Cleveland Orchestra. The new weekday radio show connected listeners with musicians from the Orchestra and curated musical selections. The co-produced television special, Martin Luther King, Jr. Celebration Concert with The Cleveland Orchestra, aired in 153 MARKETS, including each of the top 20 markets nationwide, making it available to 91% OF U.S. TELEVISION HOUSEHOLDS.

“I watched on PBS. It was excellent! Quite an educational piece. I have nothing but praise.”
Wini J., Viewer, Los Angeles
COMMUNITY AFFAIRS

идеаstream informed local audiences and sparked engaging community discussions.

As Americans faced a global pandemic, an election and political polarization, the One Small Step project brought people together. In collaboration with the national nonprofit StoryCorps, идеаstream facilitated conversations between Ohioans with opposing political views. The project resulted in 25 recorded conversations with 50 people that were shared online, broadcast on 90.3 WCPN and featured during a live digital event. идеаstream was one of six stations across the U.S. chosen to lead in this initiative.

The live digital event, The Sound of Ideas Community Tour: One Small Step Across the Political Divide, received over 1,600 views on Facebook.

“I don’t feel like you’re my polar opposite. I think that I could see myself sitting down and having a longer conversation with you.”
Maria Gigante, One Small Step Participant, Liberal

“I echo what you said there. I’m very pleasantly surprised.”
Gail Larrow, One Small Step Participant, Conservative

“Gail and Maria, great interview. Makes me proud to have you as fellow citizens!”
Marshall A., Event Attendee
SHARED STORIES FROM PUBLIC HOUSING

Homes, a two-year reporting project, explored 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 residents’ views were accounted for as Woodhill Homes undergoes a planned rebuild. In the second year of Homes, an in-person event, The Sound of Ideas Community Tour: Public Housing in Cleveland, and 16 multimedia stories were produced.

86% OF WOODHILL HOMES RESIDENTS surveyed on-site reported learning something new about their neighborhood as a result of ideastream’s coverage. A Woodhill Homes resident commented, “If it’s on [the radio], it would mean what I said was worth hearing. It would have to be, I’d love it.”

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 explorations of community issues. In addition, ideastream broadcast The City Club of Cleveland’s City Club Forums live each week as the primary media partner.

200 PEOPLE attended The Sound of Ideas Community Tour: Future of the West Side Market. The livestream of the event generated over 3,000 VIEWS.

“I think ideastream may have lit a match that is going to start a fire of positive change.”
Sam McNulty, Cleveland Business Owner

COMMEMORATED THE 50TH ANNIVERSARY OF KENT STATE UNIVERSITY SHOOTINGS

Through a series of reports, ideastream remembered the tragic events of May 4, 1970, when Ohio National Guard troops killed four students and wounded nine others during the course of an anti-war protest at Kent State University.

In response to one of ideastream’s stories, Nancy Tuttle [pictured below], the sister of William Schroeder, who was killed by guardsmen that day, said:

“Thank you for this narrative. I was out of state and have had to piece together what happened when my brother was killed.”

HIGHLIGHTS

Cleveland Connects: Exclusive Economy
A forum about economic development

City Club Forum: Jim Rooney and Dee Haslam
A discussion about diversity and inclusion in the NFL

IdeaLeader Exclusive: Inside ideastream with Kevin Martin
A digital event for members about ideastream’s present and future

The Sound of Ideas Community Tour: Evictions in Akron
A community conversation about high evictions rates in the region
IDEASTREAM PROVIDED ESSENTIAL PROGRAMS AND SERVICES TO CHILDREN, FAMILIES AND TEACHERS.

The 50th season of NewsDepth, ideastream’s instructional multimedia series for children, was unlike any other. Most of the season’s full-length episodes were produced, as usual, in ideastream’s studios. Though, as children transitioned to remote schooling during the pandemic, NewsDepth pivoted to at-home production. The series launched shortened online Backpack episodes that were specially formatted for at-home learning and online teaching.

NewsDepth’s 50th season engaged 23% MORE USERS than the previous season. Teachers reported over 13,600 STUDENTS viewed the series in their classrooms.

Throughout the entirety of the school year, NewsDepth continued to present current events to kids in an easy-to-understand format and supported Ohio’s Learning Standards. Full-length episodes were broadcast statewide on PBS member stations and the entire season was made available to stream on-demand at ideastream.org. During the 2019-2020 school year, NewsDepth received over 58,500 RESPONSES to weekly online poll questions and over 17,600 LETTERS AND EMAILS from students and teachers.

“I love that NewsDepth allows my students to be informed, but at a level that is appropriate for fifth grade students.”
Local Educator, Brook Intermediate School, Byesville, Ohio
DEVELOPED NEW INITIATIVES TO SUPPORT REMOTE EDUCATION

ideastream adapted its television broadcast schedule and developed multimedia learning resources to help Northeast Ohio families in the midst of local school closures. In addition to sharing online programs and a new daily email newsletter, ideastream offered educational services for free through over-the-air television broadcasts to ensure widespread accessibility in the community.

“The resources ideastream sent every day were relevant and valuable.”
Local Educator, Accel Charter Schools, Cleveland, Ohio

“I appreciate the materials from PBS. They really helped when our school locked down.”
Local Educator, Parma City School District, Parma, Ohio

SHARED LEARNING EXPERIENCES

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 facilitated 470 EDUCATION-FOCUSED EVENTS across Northeast Ohio that provided learning opportunities for:

250 FAMILIES 500 STUDENTS 11,000 EDUCATORS

“I love how interactive the sessions were. Best Zoom I’ve had so far! The trainers really knew how to get us involved through a computer.”
Local Educator, Cleveland Municipal Schools, Cleveland, Ohio

“I’m glad that we were able to attend workshops remotely to get training on new technology!”
Local Educator, Mayfield City Schools, Mayfield, Ohio

The Sound of Ideas
Community Tour: Education in Warrensville Heights
A conversation about the challenges facing inner-ring school districts

Be My Neighbor Day
A family-friendly event about being a caring neighbor
IDEASTREAM SHARED VITAL INFORMATION AND IN-DEPTH ANALYSIS TO HELP IMPROVE HEALTH OUTCOMES.

In a time of great need and uncertainty, ideastream prioritized relevant, responsible, quality coverage of the coronavirus pandemic.

ideastream reporters focused on providing critical news and information relevant to Northeast Ohio.

“The Coronavirus Questions and Answers reporting series directly addressed questions from the community about COVID-19 with local experts. Top stories included answers to *Will Steam Kill It?*, *Can Hydrogen Peroxide Sanitize Hands?* and *Can I Go for A Walk?* ideastream reporters were able to answer over 100 QUESTIONS AND COUNTING from the community. The resulting answers published on ideastream.org were some of ideastream’s most popular digital stories of the year.

The Coronavirus Questions and Answers stories received over 274,000 PAGEVIEWS from over 226,000 USERS.
EXAMINED THE LOCAL IMPACTS OF THE PANDEMIC

ideastream collaborated with veteran local journalists, formerly of The Plain Dealer, to produce the reporting series, Coping With COVID-19. Stories published during this ongoing reporting project expanded coverage of the local impacts of COVID-19. The series investigated how the coronavirus pandemic reveals existing inequities that stem from decades of disinvestment in public health, the social safety net, communities of color and more.

“The pandemic has disrupted all our lives. For children in foster care, the struggles run even deeper. Thank you for giving these families a voice.”
Akram Boutros, M.D., FACHE, President and CEO, The MetroHealth System

The series Postcards from the Pandemic told the stories of Northeast Ohioans navigating the coronavirus pandemic. FORTY-FIVE STORIES were published as a result of the project. A social media initiative, #CoronaKind, focused on sharing stories about neighbors helping neighbors as communities navigated the COVID-19 crisis. ideastream asked users to share their own stories of kindness on social media.

“Love following #CORONAKIND from 90.3 WCPN and learning about how we are #InThisTogetherOhio.”
Allison Meyer, Founder, Never Ever Give Up

EXPLORED THE RISE OF RURAL SUICIDES

The long-form digital series, The Rise of Rural Suicides, focused on the increasing rate of suicides across Ohio. The project explored how older adults are particularly vulnerable to suicide, why rural areas have seen more deaths by suicide, and how groups are figuring out how to better tailor their services to those who need help. The series was also shared with national audiences on NPR. Facebook user Shelly J. commented, “Thank you for this article that refers to how complex and sometimes impulsive a thought and act suicide can be. Reducing stigma and improving outreach are both so important.”

The Rise of Rural Suicides received over 16,300 PAGEVIEWS from over 19,200 USERS.
IDEASTREAM LED COVERAGE OF GOVERNMENT NEWS AND LEGISLATIVE ISSUES AFFECTING OHIO.

From campaigns to conventions, debates to depositions, policies to primaries, ideastream’s Listen. Engage. Vote 2020 coverage provided the community with trusted election results and analysis. ideastream shared nuanced explorations of issues throughout the journey to the election and beyond with award-winning reporting and programming from NPR and PBS, plus local stories.

ideastream’s 16 FAQ STORIES leading up to the election helped users navigate updates to election protocols amidst the coronavirus crisis.

The online FAQ page allowed users to submit questions through a digital submission box. ideastream reporters answered these questions through in-depth stories. The top story answered the question, What Should You Do if Your Ballot May Have Been Lost in the Mail?

The FAQ stories generated more than 47,800 PAGEVIEWS from over 41,600 USERS.
**SHARED GOVERNOR MIKE DEWINE’S LIVE BRIEFINGS STATEWIDE**

As communities across Ohio faced challenges related to COVID-19, ideastream produced and distributed live briefings from Governor DeWine. These updates were broadcast statewide on The Ohio Channel and made available locally on ideastream.org, WVIZ/PBS and 90.3 WCPN. Beginning on March 12, 2020, the briefings generated over **1.1 MILLION PAGEVIEWS** from over **618,000 USERS**.

The briefing on March 22, 2020, when Governor DeWine issued Ohio’s stay-at-home order, was the **SECOND MOST VISITED PIECE** of digital content on ideastream.org for fiscal year 2020. The story received over **120,600 PAGEVIEWS** from more than **84,200 USERS**.

In addition, **The State of Ohio**, a weekly news program broadcast Sundays on WVIZ/PBS, featured the latest happenings at the Statehouse, in the governor’s office, at the Ohio Supreme Court and throughout the Buckeye State. Web content published by **The State of Ohio** generated over **7.2 MILLION PAGEVIEWS** from over **1.7 MILLION USERS** via ideastream.org and ohiochannel.org. This web traffic was largely attributed to Governor DeWine’s COVID-19 briefings.

**ADDRESS OHIO’S SKILLS GAP**

Through the **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.

“My colleagues in our public schools know what a powerful message this is to the students that are considering their careers. I applaud ideastream for their vision and commitment to this work.”

Brian Bontempo, Ed.D., Superintendent, Auburn Career Center and Ohio Technical Center

YouTube viewers watched a total of over 235 HOURS, or about 9 DAYS, 19 HOURS AND 30 MINUTES of American Graduate-related videos.
SUMMARY STATEMENT OF OPERATING ACTIVITIES - For the Year ending September 30, 2020

OPERATING REVENUE

Contributed Revenue $22,226,579
Earned Revenue $1,626,255
Total Operating Revenue $23,852,834

OPERATING EXPENSES $22,532,670

NET OPERATING RESULT $1,320,164

SUMMARY STATEMENT OF FINANCIAL POSITION – September 30, 2020

TOTAL ASSETS $42,512,152
Liabilities $2,293,617
Net Assets:
• Without Donor Restriction $33,970,603
• With Donor Restriction $6,247,932
Total Liabilities and Net Assets $42,512,152

IDEALEADERS | These generous individuals provided support at or above $1,200 in FY20+

ILLUSTRATOR: $50,000-$99,999
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INSPIRER: $25,000-$49,999
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*FY20: OCT 1, 2019 – SEP 30, 2020

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Call 216.916.6154 or visit ideastream.planmygift.org.

LEAVE A LEGACY
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GRANTS AND GIFTS

These generous corporations, foundations and organizations granted support at or above $2,500 in FY20+

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<th>Granting Organization</th>
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<tr>
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<td>Dr. Donald J. Goodman and Ruth Weber Goodman</td>
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As ideastream continues to build a foundation to preserve our service for generations to come, we are committed to collaboration, inclusion, innovation, excellence and stewardship. All of this is possible thanks to the generous contributions of our members and supporters.

THANK YOU!