i am bold
i am creative
i am informed
i am ...

FISCAL YEAR 2021 COMMUNITY REPORT
AND 2023–2025 STRATEGIC PLAN
VISION: Ideastream Public Media is indispensable and highly valued for its unique ability to enrich our community.

MISSION: Ideastream Public Media is a trustworthy and dynamic multimedia source for illuminating the world around us.

Ideastream Public Media serves Northeast Ohioans by listening, understanding and fostering dialogues across the region. As Ohio’s largest independent, publicly supported media organization, it provides free programs and services to 3.6 million people in 22 counties across radio, TV and digital platforms. Our increased focus on digital content delivery insures we are meeting the communities where they are, and when they need us. Ideastream 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. Through multimedia experiences, Ideastream engages with the community and tells local stories focused on news and information, arts and entertainment, classical music and education.

Ideastream Public Media is Northeast Ohio’s multimedia source for local journalism, inspiring stories and quality entertainment. We are the home of Northeast Ohio’s PBS, NPR and classical music public broadcasting stations: WVIZ, WKSU and WCLV. Ideastream manages The Ohio Channel, The Ohio Newsroom and the Ohio Public Radio and Television Statehouse News Bureau on behalf of all of Ohio’s public broadcasting stations. In addition, Ideastream is accessible online at Ideastream.org, through HD-equipped radios, the Ideastream Public Media app, the NPR One app, the PBS Video and Passport apps and on major social media and digital content platforms.

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21  2023–2025 Strategic Plan
Throughout Fiscal Year 2021, Ideastream Public Media took on a multitude of monumental tasks. From October 2020 to September 2021, we launched a rebrand, joined forces with WKSU public radio and collaborated with regional public media stations on workforce development.

To mark our twentieth anniversary, Ideastream Public Media announced a rebrand and name change. This change represents the integration and alignment of our services and marks our evolution and renewed commitment to strengthen the community.

Ideastream Public Media and WKSU public radio entered into a public service operating agreement. The union of our stations led to WKSU becoming the region’s primary NPR news and information station and WCLV expanding its reach to 1 million more potential classical music listeners.

Also, Ideastream and public media organizations in Buffalo, Detroit and Pittsburgh developed a workforce collaborative focusing on mission-critical workforce initiatives. Together, we developed human resource services, cultural strategies and diversity, equity and inclusion training. In addition, the Corporation for Public Broadcasting awarded Ideastream a grant to further benefit the collaborative.

We feel a sense of pride and gratitude when looking back on the accomplishments listed above and showcased throughout the following pages of this report. However, we are also eager to share with you what we are doing in Fiscal Year 2022 and beyond. For instance, we would be remiss to exclude our new strategic plan and the formation of The Ohio Newsroom.

Our board and staff recently developed and approved a new three-year strategic plan with bold initiatives designed to build on our proven model and expand our services to the communities across the Northeast region and throughout the state of Ohio. We welcome you to experience what we have planned for the future in the 2023–2025 Strategic Plan located on the inside back cover of this publication.

Finally, the Corporation for Public Broadcasting awarded a grant to Ideastream Public Media to collaborate with Cincinnati Public Radio, WOSU Public Media, WYSO Public Radio and all Ohio NPR stations to form a radio and digital statewide news and information service. To address the local news crisis, these organizations have now partnered to launch The Ohio Newsroom.

All of these major initiatives would not have been possible without the generous contributions from our supporters. On behalf of Ideastream Public Media’s staff and board, thank you for helping us expand community services and deliver innovative solutions. Together, we are Ideastream Public Media.

Kevin E. Martin, President & CEO
Sandra Kiely Kolb, Board Chair

Experience the digital Report to the Community at ideastream.org/financials-reports
HOSTED CLEVELAND MAYORAL CANDIDATE DEBATES

In an effort to engage and empower voters so they felt confident making an informed choice, Ideastream Public Media in partnership with The City Club of Cleveland, presented Cleveland Mayoral Debates: Voters First. All seven candidates participated in the first debate where Clevelanders submitted the questions for the candidates through pre-recorded video. The final debate between Justin Bibb and Kevin Kelley covered education, jobs, the economy, environmental issues and transportation.

"My philosophy of governing? We should try hard things because it is the right thing to do."

— Justin Bibb, Mayor of Cleveland

The debates drew over 60,000 views on digital platforms.
In a time of great need, Ideastream Public Media prioritized local coronavirus coverage. The *Coronavirus Questions and Answers* series addressed community questions with local experts. The top story, *What Happens If You Get the Vaccine and Don’t Know You Have COVID-19?* received 817,990 pageviews from 701,238 users. Ideastream also produced and distributed live briefings from Governor DeWine. They were broadcast statewide on The Ohio Channel and made available locally on ideastream.org, WVIZ and WCPN.

The briefings received **385,453 PAGEVIEWS** from **240,830 USERS**.

**INFORMED COMMUNITY ON MAYORAL CANDIDATES**

The November election was the first time in 16 years that Clevelanders chose a new mayor. To inform the community about the candidates and their views, Ideastream Public Media created a podcast, *After Jackson: Cleveland’s Next Mayor*. The podcast featured interviews with candidates and voters, explored the issues impacting the city and got to the bottom of what Clevelanders really wanted from their next mayor. The 18-episode series culminated with a sit-down with then mayor-elect Justin Bibb.

Received over **50,450 LISTENS** online and on social media.

**ADVANCED HEALTH EQUITY**

For years, efforts to improve the health of minority groups focused on changing behaviors. The reporting project, *Connecting the Dots between Race and Health*, took a different approach by creating community conversations about barriers that influence health. To develop these conversations and advance racial equity in the region, Ideastream provided support to 16 Northeast Ohio media and engagement partners. These groups developed initiatives to demonstrate how racism contributes to poor health outcomes and to work toward solutions.

The series received **6,460 PAGEVIEWS** from **5,560 USERS**.

**i am trustworthy**

Dan Moulthrop  
*Chief Executive Officer, The City Club of Cleveland*
Inside the Bricks: Woodhill Homes, an Ideastream Public Media podcast, focused on one of the nation’s earliest public housing neighborhoods on the eve of a planned rebuild. Over the course of six episodes, the series shifted focus to the residents of the community and their viewpoints on what should change and what should not. Underlying all of this was an even bigger question: How could officials avoid Cleveland’s past pattern of uprooting Black neighborhoods in the name of progress?

We need grass and flowers. We could have a flower digging day. Something to make the houses bloom.

— Woodhill Homes resident

The podcast reached 101,427 listeners across all platforms.
UNCOVERED ISSUES OF RACIAL INJUSTICE AND INEQUITY

*Justice Matters*, a collaboration between Ideastream Public Media and WKSU, examined Ohio’s criminal enforcement systems. The reporting initiative went on to uncover opportunities and challenges for reform, racial injustice and inequity issues.

“For years, cities relied heavily on police, without addressing the root causes of crime and violence.”

*Wendy Patton, senior project director at Policy Matters Ohio*

The series received **2,169 PAGEVIEWS** from **1,807 USERS**.

SHARED STORIES AND POETRY FROM PRISON

The *Poetic Reentry* series featured formerly incarcerated men sharing poetry they wrote in prison, alongside reflections on their lives since release. Poetry was therapeutic for each person, providing them with a sense of freedom.

“Poetry made me more of an open person. I can talk a little more to people about stuff that I’m feeling.”

*Wesley Dirmeyer, Poetic Reentry participant*

The series received a total of **1,212 PAGEVIEWS** from **648 USERS**.

EXAMINED THE IMPACT OF THE PANDEMIC ON EDUCATION

Ideastream Public Media and WKSU collaborated on *Learning Curve*, a statewide reporting project examining K-12 public education in Ohio. It covered the state of funding, opportunity gaps, curriculum, services offered and the impact of the pandemic. The series also explored what’s next for public education and how educators, researchers, government officials and advocates used the pandemic to improve public education for the future. This collaboration also included a series of three *Learning Curve Community Tour* virtual events.

The series received **12,947 PAGEVIEWS** from **10,594 USERS**.

i am informed

*Cristina González Alcalá, Ph.D.,
Director of Community Investment, Akron Community Foundation*
TOLD THE STORY OF ISABEL AND ROY LICHTENSTEIN

*Isabel & Roy*, a documentary spotlighting the late Pop Art master Roy Lichtenstein’s years in Northeast Ohio, was produced, distributed and broadcasted by Ideastream Public Media. Lichtenstein’s career has been well documented, but the story of his pre-Pop days in Cleveland and the woman who supported him, was largely unknown. While Lichtenstein struggled to find acceptance as a painter, Isabel thrived as a prominent interior decorator at a time when many women were homemakers.

> For anyone who cares about modern and contemporary art, it represents essential viewing.
> — Steven Litt, *The Plain Dealer art critic*

*Isabel & Roy* generated 2,177 pageviews from 1,441 users.
Community members rely on Ideastream Public Media to routinely share stories showcasing the remarkable arts and cultural offerings in the region. *Making It*, an original series, did just that. From jewelry crafted out of broken street glass to sound equipment engineered for rock stars, each digital-forward episode showcased what people were "making" in the community. With each published story, online audiences showed enthusiasm towards one of the region's most valuable assets, its people.

In total, the series received **16,105 VIDEO VIEWS** online.

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**CELEBRATED THE ANISFIELD-WOLF BOOK AWARDS**

Ideastream Public Media produced, distributed and broadcasted *The 86th Annual Anisfield-Wolf Book Awards*. The documentary featured interviews, amplified diverse voices and fostered dialogue about inclusivity.

> “It’s just a matter of getting those voices out and acknowledging that those voices mean something too.”
> *Victoria Chang, Anisfield-Wolf Book Awards honoree*

American Public Television selected the program for national distribution.

**ENGAGED LIVE DIGITAL AUDIENCES**

Ideastream Public Media hosted 11 livestreamed concerts on ideastream.org and Facebook Live. During the series *Applause Performances*, users engaged with musicians by commenting, sharing and reacting in real-time on Facebook.

> “Listening to this fabulous quartet with people all over the world is so good!”
> *Facebook user viewing the Tri-C JazzFest All Stars concert*

The top four concerts were viewed online for an equivalent of **14 DAYS**.

**SHOWCASED ARTISTS CREATING IN THE COMMUNITY**

*Tony F. Sias*
*President & CEO, Karamu House*
The Cleveland Orchestra and WCLV, two longtime Northeast Ohio cultural institutions, recognize the value and importance of the arts — especially in helping people across our shared community persevere through trying times. The collaborative *Lunchtime with The Cleveland Orchestra* series connected listeners with musicians from the Orchestra as they shared interesting insights and fun anecdotes. The series also featured selections from the ensemble’s recording and concert history and more.

What a peaceful break during stressful times. Be sure to take advantage of this opportunity. Thank you!

— *Facebook user*

The series reached digital users from 20 countries.
Despite the coronavirus pandemic impacting in-person concerts, Ovations continued to showcase the rich, wide-ranging musical talent of individuals living and working in Northeast Ohio. This original program on WCLV found ways to broadcast virtual concerts for the community from local music institutions and ensembles. When in-person events began to emerge, Ovations resumed excursions to local performances, including CityMusic Cleveland’s recording at the Shrine Church of St. Stanislaus in Cleveland’s Slavic Village.

The series received 1,021 pageviews from 592 users.

The collaboration between Ideastream Public Media and WKSU paved the way for an expansion of Ideastream’s classical music service. Changing WCLV’s frequency made classical music available to an additional 1 million people in the region.

“Now that WCLV is on 90.3 FM the reception is wonderful! Thank you!”
Facebook user responding to classical music expansion post

WCLV is available to stream on HD radio at 90.3 HD1 and 89.7 HD3.

Robert Conrad’s career in radio broadcasting has spanned over 70 years.

Ideastream Public Media presented four new episodes of I’m Robert Conrad, an original podcast showcasing stories from the WCLV co-founder’s career in radio broadcasting. The series followed many moments in Conrad’s life, chronicling when he first got the radio “bug” to the early days of WCLV. Episodes also featured a behind-the-scenes look at some of the travails and off-air hijinks of the radio announcer, including the time Conrad nearly got arrested when moving WCLV to the Idea Center.

Robert Conrad’s career in radio broadcasting has spanned over 70 years.

Showcased local musicians

Expanded classical music coverage and reach

i am creative

Franz Welser-Möst
Music Director, The Cleveland Orchestra
PROVIDED RESOURCES FOR AT-HOME LEARNING

In response to local school closures throughout the pandemic, Ideastream Public Media Education launched IdeaKids to aid with at-home learning. Children and caregivers attended monthly events that featured story times and screenings of PBS KIDS’ episodes featuring favorite characters. The events also incorporated hands-on activities using readily available household items. In addition, the IdeaKids newsletter was delivered on a biweekly basis with educational activities to help children play and learn at home.

This is such a helpful way to educate and entertain my grandchildren as I get things ready for dinner.

— IdeaKids subscriber

Throughout the year, IdeaKids virtually hosted 12 screenings.
Two Be My Neighbor Day events were held to support the families in our neighborhoods. Families were invited to attend the free virtual events that included educational activities like Daniel Tiger story time, craft activities and more.

“This event was awesome. I wouldn’t change a thing. It was beautiful for the kids.”

Parent attendee providing feedback

The events were attended by 658 FAMILIES and 23 CLASSROOMS.

PREMIERED 51ST SEASON OF NEWSDEPTH

NewsDepth, Ideastream Public Media’s instructional multiple media series, premiered its 51st season. The program presented current events to children in an easy-to-understand format and supported Ohio’s Learning Standards. The program was broadcast statewide on PBS member stations and made available to stream on-demand. During its 51st season, NewsDepth engaged 46% more users than the previous season. The series received over 72,630 responses to weekly online poll questions and over 16,800 letters and emails from viewers.

Over 13,000 STUDENTS viewed NewsDepth in their classrooms.

CREATED HEALTHY CHOICES PODCAST

When it comes to health, it is not always easy for kids and families to navigate the facts. That is why Ideastream Public Media created Health’s Up, a podcast exploring healthy choices through kids’ voices. Hosted by pediatric nurse practitioner, Kristi Westphaln, each episode included helpful information from pediatric and mental health experts in Northeast Ohio and resources for teachers to use. A series of episodes featured middle schoolers from Mary Bethune School in Cleveland as they explored stress and ways to cope.

The three stress episodes received over 890 LISTENS.

HOSTED VIRTUAL EVENTS FOR FAMILIES

Two Be My Neighbor Day events were held to support the families in our neighborhoods. Families were invited to attend the free virtual events that included educational activities like Daniel Tiger story time, craft activities and more.

“Traci J. Buckner
Executive Director, Akron Children’s Museum
### SUMMARY STATEMENT OF OPERATING ACTIVITIES
For the Year ending September 30, 2021

<table>
<thead>
<tr>
<th>OPERATING REVENUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributed Revenue</td>
<td>$20,894,756</td>
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<tr>
<td>Earned Revenue</td>
<td>$2,199,983</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>$23,094,739</strong></td>
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</tbody>
</table>

| OPERATING EXPENSES                 | **$22,350,618** |

| NET OPERATING RESULT               | **$744,121** |
FINANCIAL INFORMATION

REVENUE:

- 33% MEMBERSHIP SUPPORT
  - Individuals

- 11% UNDERWRITING AND CORPORATE SUPPORT

- 12% BROADCAST EDUCATIONAL MEDIA COMMISSION
  - State

- 10% CORPORATION FOR PUBLIC BROADCASTING
  - Federal

- 9% FOUNDATION GRANTS

- 3% CUYAHOGA ARTS AND CULTURE
  - County

- 23% OTHER SUPPORT AND EARNED REVENUE

EXPENSES:

- 65% PROGRAMMING AND LOCAL CONTENT

- 35% SUPPORT
CONTRIBUTORS


IDEA LEADERS | These generous individuals provided support at or above $1,200 in FY21+

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