Ideastream Public Media provides four core services across multiple radio, television and digital platforms and channels including WVIZ, WKSU, WCLV, HD radio and repeater stations, ideastream.org, statenews.org, ohiochannel.org, the Ideastream Public Media app, NPR One, the PBS Video and Passport apps and other digital platforms. (continued)

The needs of our communities are changing. Trustworthy news is in great demand. Classical and jazz music are reaching new audiences. Digital content consumption only keeps growing.

Over the next three years, Ideastream Public Media will meet these needs and expand its services to communities across Northeast Ohio and throughout all of Ohio.

Diversity, Equity, and Belonging: We seek and incorporate the myriad diverse perspectives and lived experiences of our users, staff, board, and communities into all aspects of our work.

Collaboration: We can accomplish more by working effectively together internally and with our strategic partners to best meet the needs and interests of the communities we serve.

Excellence: With a commitment to continuous improvement, we aspire for the highest standards in everything we do.

Agility: We innovate solutions and iterate adaptive approaches to successfully evolve amidst our ever changing internal and external environments.

Stewardship: We provide strong oversight by managing the information and resources shared by our users, staff and supporters with the utmost integrity and responsibility.

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2023–2025
Strategic Plan

WHO WE SERVE

engaged
inspired
creative
informed
curious
bold
aware
trustworthy

HOW WE SERVE

IDEAS and INFORMATION

ARTS and ENTERTAINMENT

CLASSICAL and JAZZ

EDUCATION

Core Values and Guiding Principles

Mission

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

Vision

Ideastream Public Media is indispensable and highly valued for its unique ability to enrich our communities.

ExpanD

Ideastream Public Media will meet these needs and expand.

The needs of our communities are changing.

Over the next three years, Ideastream Public Media

High-quality news is reaching new audiences. Classical and jazz music are reaching new audiences. Digital content consumption is growing.

EDucation

We provide trusted and supportive learning experiences.

Agility

Ideastream solutions and creative approaches to meet the needs and interests of the communities we serve.

Collaboration

We can accomplish more by working effectively together.

Diversity, Equity, and Belonging

We seek and incorporate the myriad diverse perspectives and lived experiences of our users, staff, board, and communities.

Excellence

We aspire for the highest standards in all that we do.

Innovation

We innovate solutions and iterate adaptive approaches to successfully evolve.

Stewardship

We provide strong oversight by managing the information and resources shared by our users, staff and supporters with the utmost integrity and responsibility.

Strengthen ship

We provide strong support and management of our information and resources.

Ideastream Public Media serves

engaged community believers, curious news and information seekers, inspired arts and culture enthusiasts, lovers of classical and jazz music, dedicated fans of high-quality educational and entertainment programming and enthusiastic lifelong learners.

How We Serve

WHO WE SERVE

Structural Plan

Who We Serve

Ideastream Public Media serves engaged community believers, curious news and information seekers, inspired arts and culture enthusiasts, lovers of classical and jazz music, dedicated fans of high-quality educational and entertainment programming and enthusiastic lifelong learners.
EXPaND

2023–2025

Strategic Plan

Ideastream Public Media

Core Values and Guiding Principles

IDEAStream Public Media provides four core services across multiple radio, television and digital platforms and channels including WVIZ, WKSU, WCLV, HD radio and repeater stations, ideastream.org, statenews.org, ohiochannel.org, the Ideastream Public Media app, NPR One, the PBS Video and Passport apps and on major social media and digital content platforms.

WHO WE SERVE

engaged
inspired
creative
informed
curious
bold
aware
trustworthy

HOW WE SERVE

news and INFORMATION
ARTS and ENTERTAINMENT
CLASSICAL and JAZZ
EDUCATION

MISSION

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

VISION

Ideastream Public Media is indispensable and highly valued for its unique ability to enrich our communities.

STEWARSHIP

We provide strong leadership by managing the information and resources needed by our staff, and supporters with the utmost integrity and responsibility.

AGILITY

We innovate solutions and create adaptive approaches to successfully evolve amidst our changing internal and external environments.

EXCELLENCE

With a commitment to continuous improvement, we aspire for the highest standards in everything we do. Excellence within our organization is our ongoing pursuit.

COLLABORATION

We can accomplish more by working collectively and implemening strategies and partnerships with our users, stakeholders and communities.

DIVERSITY, EQUITY, AND BELONGING

We seek and incorporate the myriad diverse perspectives and lived experiences of our users, staff, board and community into all aspects of our work.

Core Values

Diversity, Equity, and Belonging: We seek and incorporate the myriad diverse perspectives and lived experiences of our users, staff, board and communities into all aspects of our work.

Collaboration: We can accomplish more by working effectively together internally and with our strategic partners to best meet the needs and interests of the communities we serve.

Excellence: With a commitment to continuous improvement, we aspire for the highest standards in everything we do.

Agility: We innovate solutions and create adaptive approaches to successfully evolve amidst our changing internal and external environments.

Stewardship: We provide strong leadership by managing the information and resources needed by our staff, and supporters with the utmost integrity and responsibility.

IDEAStream Public Media serves engaged community believers, curious news and information seekers, inspired arts and culture enthusiasts, lovers of classical and jazz music, dedicated fans of high-quality educational and entertainment programming and enthusiastic lifelong learners.
IdeaStream Public Media provides four core services across multiple radio, television and digital platforms and channels including WVIZ, WKSU, WCLV, HD radio and repeater stations, Ideastream.org, Statenews.org, OhioChannel.org, the Ideastream Public Media app, NPR One, the PBS Video and Passport apps and other digital platforms and channels including WVIZ, WKSU, WCLV, HD radio and repeater stations, Ideastream.org, Statenews.org, OhioChannel.org, the Ideastream Public Media app, NPR One, the PBS Video and Passport apps and on major social media and digital content platforms. 

IdeaStream Public Media serves engaged community believers, curious news and information seekers, inspired arts and culture enthusiasts, lovers of classical and jazz music, dedicated fans of high-quality educational and entertainment programming and enthusiastic lifelong learners. 

The needs of our communities are changing. Trustworthy news is in great demand. Classical and jazz music are reaching new audiences. Digital content consumption only keeps growing. Over the next three years, IdeaStream Public Media will meet these needs and EXPAND its services to communities across Northeast Ohio and throughout all of Ohio.
Be Northeast Ohio’s most trustworthy source for in-depth news and information.

Be a regional catalyst for increasing consumption and appreciation of classical and jazz music through our platforms.

Achieve annual growth in the number of loyal users consuming our streaming and on-demand content.

Attract, engage, and retain an increasingly diverse board and staff to best achieve the organization’s strategic goals.

Grow revenue to realize its strategic priorities and long-term financial sustainability.