

ideastream public media

2024

LOCAL CONTENT *and* SERVICE REPORT

ideastream public media

2024 LOCAL CONTENT *and* SERVICE REPORT

WVIZ WKSU WCLV JazzNEO THE OHIO CHANNEL® THE OHIO NEWSROOM

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.

ABOUT: Ideastream Public Media serves Northeast Ohioans by listening, understanding and fostering dialogues across the region. As Ohio's largest independent, publicly supported media organization, we provides free programs and services to 3.6 million people in 22 counties. We proudly operate five public television stations: WVIZ, WVIZ OHIO, WVIZ WORLD, WVIZ CREATE, and WVIZ KIDS. Additionally, we manage WKSU, Northeast Ohio's NPR news and public affairs radio station; WCLV, the region's classical music radio station; and JazzNEO, a 24/7 jazz service. Ideastream also oversees The Ohio Channel, The Ohio Newsroom, and the Ohio Public Radio and Television Statehouse News Bureau. All our content is readily accessible online at ideastream.org, the free Ideastream app and on major social media and digital content platforms. Through multimedia experiences, Ideastream engages with the community and tells local stories focused on news, entertainment, music and learning.

WE TAKE YOU THERE.

NEWS



IDEASTREAM NEWS is Northeast Ohio's trusted source for local journalism. With a team of dedicated reporters and hosts, Ideastream News provides in-depth coverage of the issues that matter most to the region. Local voices are amplified through *Sound of Ideas* Community Tours and the engaged journalism *Sound of Us* series. From government and education to arts and culture, Ideastream News highlights the stories that make Northeast Ohio unique.

SOUND OF IDEAS COMMUNITY TOURS

Ideastream's weekday public affairs program, ***Sound of Ideas***, focused on Northeast Ohio news. The team hosted four lively panel discussions, convening hundreds of people during our community tours. Experts and residents shared their thoughts on wealth and power in Northeast Ohio, the total solar eclipse, local jazz and Akron's innerbelt.

> This was a great community conversation. I appreciate the care given to curating panels that were knowledgeable about the subject.
>
> — ***Event Attendee***

The **FOUR COMMUNITY TOURS** were broadcast locally on radio and statewide on television.

SOUND OF US



Ideastream's Engaged Journalism team embodied the collaborative approach to news gathering through ***Sound of Us***. Journalists actively involved communities in the news process, fostering transparency and trust. The series featured Wayne County farmers, formerly incarcerated poets and more.

> "Loved this! What a fun piece. Thank you for sharing."
> – *Facebook User*

In total, *Sound of Us* received over **34,100 PAGEVIEWS**.

PFAS (FOREVER CHEMICALS) REPORTING



This series addressed **Forever Chemicals** and their impact on our health. Reporters explained the origins of PFAs, as well as where they are found. They talked to experts and leaders in Ohio's government responsible for their regulation and clean up. The team produced videos where common items were tested for PFAs.

> "You helped me to make my corner of the world more aware of this problem. I'm shouting it from the rooftops!" – *Facebook User*

PFAs reporting reached over **9,663 PAGEVIEWS** from **6,265 USERS**.

LISTEN. ENGAGE. VOTE.



Ideastream's 2024 election coverage, ***Listen. Engage. Vote.***, provided essential information and resources to help Ohioans make informed decisions on local and statewide elections. With support from the Statehouse News Bureau, we empowered our community to approach the polls with knowledge and confidence.

> "I love the station! There are very few sources of fact-based news. The way you handled the elections is really good." – *Ideastream Listener*

Listen. Engage. Vote. content reached **OVER 223,682 PAGEVIEWS**.

NEWS



THE OHIO NEWSROOM

Ideastream managed **The Ohio Newsroom**, a collaboration of Ohio's network of public radio newsrooms, and provided statewide news coverage of stories that may not have otherwise been told. The daily segment, **Today from The Ohio Newsroom**, shared underreported accounts from Ohioans, giving listeners the in-depth news they seek.

> Well done, informative and fun to listen to. It is really nice to hear the local (to Ohio) pieces.
>
> — ***Columbus Resident***

Ohio's public media stations reach **MORE THAN 95% OF OHIO'S POPULATION**.

CANTON MAYORAL DEBATE



Canton mayoral candidates Roy Scott DePew and William Sherer II debated economic development, crime and more. The debate, hosted by Ideastream, the Canton Regional Chamber of Commerce and the Canton Repository, was held ahead of the city's first election in decades without an incumbent.

> “It doesn't matter if somebody is a Democrat or a Republican. It's going to take all of us to move this city forward.” – *Mayor William V. Sherer II*

Election coverage, including a voter guide, reached **OVER 1,860 PAGEVIEWS**.

CONVERSATION WITH SCOTT SIMON



Ideastream hosted an event with Scott Simon where he shared his experiences as the host of NPR's *Weekend Edition* and more. A conversation followed with Jenny Hamel, host of Ideastream's *Sound of Ideas*. Guests also participated in a question-and-answer session and meet-and-greet.

> “It was incredible learning about Scott Simon's career. It was even more incredible getting to meet him!” – *Event Attendee*

The sold-out event was attended by **OVER 200 PEOPLE**.

A SLICE OF POLITICS



Warren, like many Northeast Ohio cities, is reinventing itself amid industrial decline and population loss. In ***A Slice of Politics***, we took a closer look at the concerns of Warren voters. Four of the city's residents sat down at the Sunrise Inn, a local pizzeria, and discussed what drove their election decisions.

> “They're going on emotions. They're not going on the facts and the problems. We're just yelling at each other.” – *Warren Resident*

A Slice of Politics was the driver of our America Amplified collaboration. Our stories in that initiative garnered **OVER 10,000 PAGEVIEWS**.

ENTERTAINMENT



IDEASTREAM ENTERTAINMENT informs, inspires and connects audiences with quality programming for all ages, offering acclaimed dramas, mysteries, science and nature programs, plus enriching educational content. The award-winning local show *Applause* celebrates Northeast Ohio's thriving arts and culture scene. As a free public service, Ideastream delivers wholesome content to the community.

APPLAUSE / APPLAUSE PERFORMANCES

Applause aired its 26th season, featuring arts and cultural offerings throughout Northeast Ohio. Episodes showcased The Cleveland Museum of Art, prison music classes, pinball arcades and more. ***Applause Performances*** offered audiences intimate access to the region's musical talents through exclusive performances and interviews.

> Great musicians! This is fantastic! It's exactly why I love supporting local stations that bring amazing programming to the community.
>
> — ***Facebook User***

Combined, *Applause* and *Applause Performances* received **OVER 84,700 STREAMS**.

MIX AND MINGLE WITH LIDIA BASTIANICH



For over 25 years, Lidia Bastianich has inspired viewers nationwide. The Emmy-winning chef visited Northeast Ohio and shared her passion for food and life. Ideastream proudly hosted two memorable events in Cleveland and Akron, where she connected with fans of her show and local food lovers.

> "Glad I was in the audience! It was wonderful to meet Lidia! We enjoyed hearing the stories you shared!" – *Event Attendee*

The sold-out events in Cleveland and Akron were attended by **OVER 200 PEOPLE**.

89TH ANNUAL ANISFIELD-WOLF BOOK AWARDS



Ideastream's **Anisfield-Wolf Book Awards** documentary celebrated the only national juried prize for literature addressing racism and diversity. Featuring three winners, the documentary showcased their contributions to literature and society and was distributed to PBS stations nationwide by American Public Television.

> "Great segment! Exciting literary times for Cleveland."
> – *Facebook User*

This program aired in **160 DIFFERENT TELEVISION MARKETS** in **49 STATES** for a total U.S. population coverage of 90.60%.

ART SAVES



This powerful series explored how art saves lives despite the challenges we might face. Local artists shared their personal journeys and struggles with mental illness, systemic social barriers and more. The individuals profiled within the series revealed how art has allowed them to heal, transform and find joy.

> "When I'm painting or writing, I'm my best self. I'm grounded and I have everything I need." – ***Artist Fatima Matar***

Four artist profiles received **OVER 6,000 PAGEVIEWS**, and the time spent on page was more than double the amount users spend with other stories.

MUSIC



IDEASTREAM MUSIC shines a spotlight on the "Music that Moves You" across Northeast Ohio. Through classical music on WCLV, the eclectic sounds of JazzNEO and cutting-edge local talent presented on *Shuffle* and *Ovations*, Ideastream Music connects audiences with the region's musical culture, fostering appreciation and a deeper connection to the sounds that shape the community.

JAZZNEO

JazzNEO, launched in February 2024, is Northeast Ohio's premier full-time jazz station. Local hosts showcased world-class musicians and emerging talents from area schools, which transformed our community with the vibrant sounds of jazz. They also featured renowned national and international artists who are drawn to the region.

> It's high time I became a member, and I will be a member moving forward I am a big fan of JazzNEO. I am glad there is a full-time jazz station.
>
> — ***Ideastream Member***

In its first year, JazzNEO received over **37,420 LISTENS**.

THIRD THURSDAYS AT TRANSFORMER STATION



In collaboration with The Cleveland Museum of Art, **Third Thursdays at Transformer Station** featured live music and conversations with local artists, curated by Ideastream personalities. These intimate events celebrated Northeast Ohio's music scene and brought Ideastream Music programs to the public.

> "Thanks for this exciting collaboration for showcasing local bands. Super nice to have local artists performing." – *Facebook User*

In total, **375 PEOPLE** registered for the three concerts.

PORCHROKR MUSIC AND ART FESTIVAL



Ideastream partnered with **PorchROKR**, a music and art festival in Akron's Highland Square neighborhood. We engaged the community by providing family activities and introducing bands to the main stage. The event brought people together while showcasing the city's breadth of artistic and creative talent.

> "This was my first PorchROKR" experience, and I am so grateful for being a part of this amazing community event." – *Event Attendee*

The popular music event was attended by approximately **25,000 PEOPLE**.

CLEVELAND INTERNATIONAL PIANO COMPETITION



WCLV celebrated the 50th anniversary of this premier event in the piano competition world with live broadcasts. In honor of this anniversary, the competition took on a new look and a renewed purpose. For the first time, pianists shared personal narratives, which revealed the artistic expressions of the competitors for the jury.

> "We're extending and broadening what we've always been." – *Marissa Moore, Piano Cleveland Executive Director*

The competition featured **50 CONTESTANTS** selected from **265 APPLICATIONS**.

LEARNING



IDEASTREAM LEARNING serves educators, caregivers, and young learners across Northeast Ohio ensuring that children have access to resources that enrich their development. As the region's trusted source for PBS KIDS programming and the locally produced, award-winning *NewsDepth* show, Ideastream Learning is committed to fostering curiosity, critical thinking, and a lifelong love of learning.

NEWSDEPTH

NewsDepth, Ideastream's instructional multimedia series, premiered its 54th season. The program presented child-friendly news around current events 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.

> I love that *NewsDepth* allows my students to be informed, but at a level that is appropriate for fifth grade students.
>
> **— *Local Educator***

Season 54 of *NewsDepth* received **OVER 94,000 STREAMS**.

PBS KIDS PROGRAMMING



Ideastream dedicated over 45 hours each week to **PBS KIDS** programming on WVIZ. The PBS KIDS 24/7 streaming channel and its affiliated website featured educational programs and engaging learning activities. We also hosted a free **Be My Neighbor Day** event, which included Daniel Tiger characters, crafts and more.

> "Loved the service project! This was such an amazing event with so many wonderful resources." – *Event Attendee*

Multiple Ideastream educational engagement events in the region were attended by **OVER 700 FAMILIES**.

PBS KIDS POP UP STORY HOURS



Ideastream partnered with children's librarians in branches of the Cleveland Public Libraries and Akron-Summit Public Libraries to enhance story hours for children and their families. Ideastream provided thematically aligned screenings of PBS KIDS episodes and hands-on experiences to enhance the story hours.

> "The story hours are so valuable. We have had great attendance. Parents are enjoying it and learning a lot." – *Early Childhood Librarian*

Numerous story hours in Cleveland and Akron occurred on a **MONTHLY BASIS**.

YOU ARE WELCOME



This timely documentary was produced by Ideastream in collaboration with Regional Educational Laboratory Midwest. The program, broadcast statewide, explored steps taken by the Akron City School District to establish a positive school climate for teachers and students rooted in research and common sense.

> "Together, we can create schools where every student feels welcome, safe and supported." – *Screening Event Attendee*

A number of special screenings and panel discussions were attended by **OVER 400 EDUCATORS AND STUDENTS**.

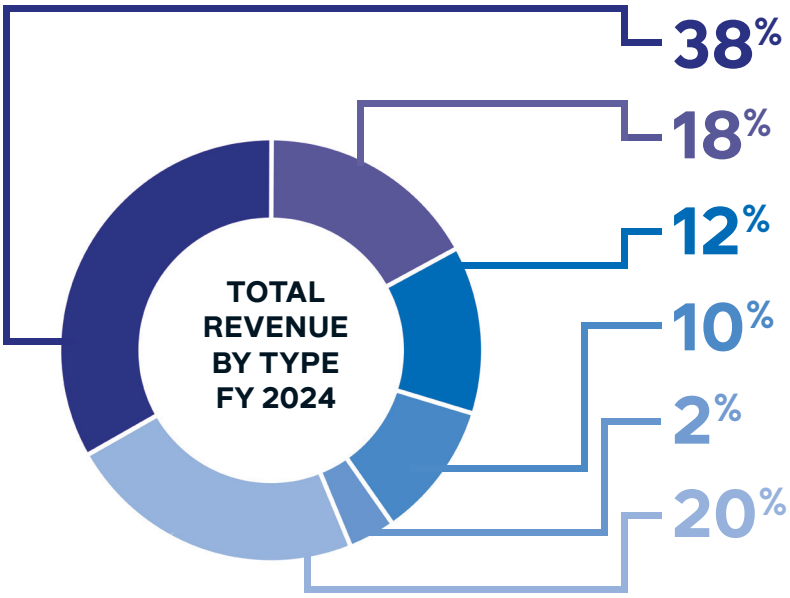
FINANCIAL INFORMATION

SUMMARY STATEMENT OF FINANCIAL POSITION September 30, 2024	
TOTAL ASSETS	**$86,253,526**
Liabilities	$7,362,108
Net Assets:	
• Without Donor Restriction	$72,488,396
• With Donor Restriction	$6,403,022
Total Liabilities and Net Assets	**$86,253,526**

SUMMARY STATEMENT OF OPERATING ACTIVITIES For the Year ending September 30, 2024	
OPERATING REVENUE	
Contributed Revenue	$23,965,001
Earned Revenue	$3,880,618
Total Operating Revenue	**$27,845,619**
OPERATING EXPENSES	**$27,815,995**
NET OPERATING RESULT	**$29,624**

FINANCIAL INFORMATION

REVENUE:



MEMBERSHIP SUPPORT
Individuals

FOUNDATION AND CORPORATE SUPPORT

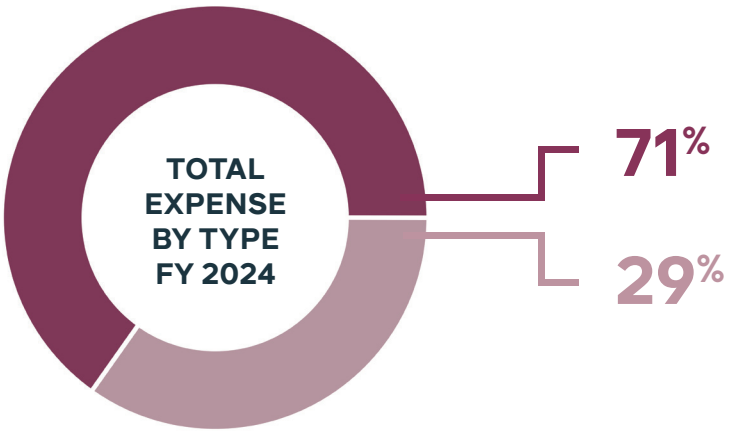
BROADCAST EDUCATIONAL MEDIA COMMISSION
State

CORPORATION FOR PUBLIC BROADCASTING
Federal

CUYAHOGA ARTS AND CULTURE
County

OTHER SUPPORT AND EARNED REVENUE

EXPENSES:



PROGRAMMING AND LOCAL CONTENT

SUPPORT

