



ideastream public media

2021 LOCAL CONTENT AND SERVICE REPORT

VISION

Ideastream Public Media is indispensable and highly valued for its unique ability to strengthen our community.

MISSION

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

LOCAL VALUE

Ideastream Public Media 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 3.6 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.

2021 KEY SERVICES

Ideastream Public Media serves the people of Northeast Ohio as a trusted and dynamic multimedia source for illuminating the world around us. Ideastream Public Media is the home of five public television stations (WVIZ, WVIZ OHIO, WVIZ WORLD, WVIZ CREATE and WVIZ KIDS); WKSU, Northeast Ohio's NPR news and public affairs radio station; and WCLV, Northeast Ohio's classical music radio station. Ideastream Public Media produces the award-winning children's series *NewsDepth* and manages The Ohio Channel and the Ohio Public Radio and Television Statehouse News Bureau on behalf of all Ohio's public broadcasting stations.



2021 OVERVIEW

Over the past year, Ideastream Public Media launched a rebrand, joined forces with WKSU public radio, developed The Ohio Newsroom and focused on workforce development.

REBRANDED AND RENEWED VISION TO STRENGTHEN THE COMMUNITY

To mark its twentieth anniversary, Ideastream Public Media announced its rebrand and name change. The change represents the integration and alignment of the broadcast, digital and program assets, community services and educational resources. Moreover, it signals the evolution and symbolizes Ideastream Public Media's renewed commitment to strengthen the community.

EXPANDED NEWS COVERAGE AND REACH

Ideastream Public Media and WKSU public radio entered into a public service operating agreement to create one of Northeast Ohio's largest news organizations. Under the new operating agreement, the population served by Ideastream Public Media's news and information programming increased from 2.4 million to 3.6 million throughout Northeast Ohio. The decision to pursue this agreement was reinforced by an analysis the two organizations conducted that found they could realize efficiencies by working together. Changes are taking place in 2022, including WKSU becoming the region's primary NPR news and information station and WCLV expanding classical music to reach 1 million more potential listeners.

COLLABORATED TO DEVELOP THE OHIO NEWSROOM

The Corporation for Public Broadcasting awarded a grant to Ideastream Public Media, Cincinnati Public Radio and WOSU Public Media to develop and implement an Ohio news collaborative. To address the local news crisis and to help serve important local and regional news and information to Ohioans, public media organizations across Ohio have partnered to launch The Ohio Newsroom. This formal collaboration of Ohio's existing network of public radio newsrooms creates a sustainable model offering news coverage, including stories that may not have otherwise been told.

SECURED GRANT FOCUSED ON WORKFORCE DEVELOPMENT

Ideastream Public Media and public media organizations in Buffalo, Detroit, and Pittsburgh secured a two-year grant from the Corporation for Public Broadcasting for the next phase of the workforce collaborative focusing on diversity, equity and inclusion initiatives. This includes recruitment campaigns, staff-centric workplaces, training, a mentor program and routine data analysis to evaluate the outcomes of the efforts. This is the next step in a partnership created in 2019 to share information and best practices among like sized public media organizations.

ARTS AND CULTURE

Ideastream Public Media told stories about Northeast Ohio's cultural assets and artists.

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. Roy Lichtenstein's impact on the art world has been well documented, but the story of his pre-Pop days in Cleveland and the woman who supported him as he developed his signature style, was largely unknown. While Lichtenstein struggled to find acceptance as a painter in Cleveland, Isabel thrived as a prominent interior decorator at a time when many women were homemakers.

This original production was well-received by viewers and critics alike. In his local review, *The Plain Dealer* art critic Steven Litt said **"By capturing direct testimony of witnesses who are still living, the film tells its story with verve, style, wit and warmth. For anyone who cares about modern and contemporary art in America, it represents essential viewing."** *Isabel & Roy* went on to generate 2,177 pageviews from 1,441 users.

CELEBRATED THE ANISFIELD-WOLF BOOK AWARDS

Ideastream Public Media produced, distributed and broadcasted *The 86th Annual Anisfield-Wolf Book Awards* hosted by Dr. Henry Louis Gates, Jr. The original documentary featured interviews and visits to the hometowns of the five honorees. American Public Television, a leading syndicator of top-rated programming to the country's public television stations, selected the film for national distribution.

The program also amplified diverse voices and fostered dialogue about inclusivity that transcends the digital divide. **"Our literature has been so dominated by other voices for so long that the way I have written about it adds to that diversity of voices,"** said honoree Victoria Chang. **"It's just a matter of getting those voices out and acknowledging that those voices mean something too."**

PARTNERED WITH THE CLEVELAND ORCHESTRA

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 and curated musical selections. Over the year, content created through the partnership reached digital users from 20 countries.

ENGAGED LIVE DIGITAL AUDIENCES

Ideastream Public Media hosted 11 livestreamed concerts on ideastream.org and Facebook Live. During the ongoing series *Applause Performances*, users engaged with musicians by commenting, sharing and reacting in real-time on Facebook. One of the most-viewed concerts featured Tri-C JazzFest All Stars: Trumpeter Dominick Farinacci, drummer Jerome Jennings, guitarist Dan Wilson and bassist Christian McBride. During this particular livestream, one Facebook user commented, **"Listening to this fabulous quartet with people all over the world is so good!"** The top four livestreamed concert performances have been viewed for an equivalent of 13 days, 16 hours and 27 minutes across ideastream.org and social media.

COMMUNITY AFFAIRS

Ideastream Public Media informed local audiences and sparked engaging community discussions.

SHARED IN-DEPTH STORIES OF PUBLIC HOUSING

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. The series shifted focus to the residents of the community and their viewpoints on what should change and what should not.

"We need some grass and some flowers," said a Woodhill Homes resident. **"Something to make the houses bloom. We could have a flower digging day for everybody at their houses."** The first episode received over 93,000 listens on the NPR One app with total podcast reaching 101,427 listens 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. **"For years, cities including Cleveland, relied heavily on police, without addressing the root causes of crime and violence,"** said Wendy Patton, senior project director at Policy Matters Ohio.

The reporting initiative went on to uncover opportunities and challenges for reform, racial injustice and inequity issues. *Justice Matters* stories received a total of 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,"** said participant Wesley Dirmeyer. **"I can talk a little more to people about stuff that I'm feeling, which is hard to do as a guy."**

Most of the men highlighted in the series participated in the ID13 Prison Literacy Project, devoted to providing a voice, an outlet and a platform for incarcerated individuals at various correctional institutions in the state of Ohio. *Poetic Reentry* stories received a total of 1,212 pageviews from 648 users.

EDUCATION

Ideastream Public Media provided essential programs and services to students and teachers.

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. *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.

During its 51st season, *NewsDepth* engaged 46% more users than the previous season. During the 2020-2021 school year, the series received over 72,630 responses to weekly online poll questions and over 16,800 letters and emails from viewers. Teachers reported over 13,000 students viewed *NewsDepth* in their classrooms.

EXAMINED THE IMPACT OF THE PANDEMIC ON EDUCATION

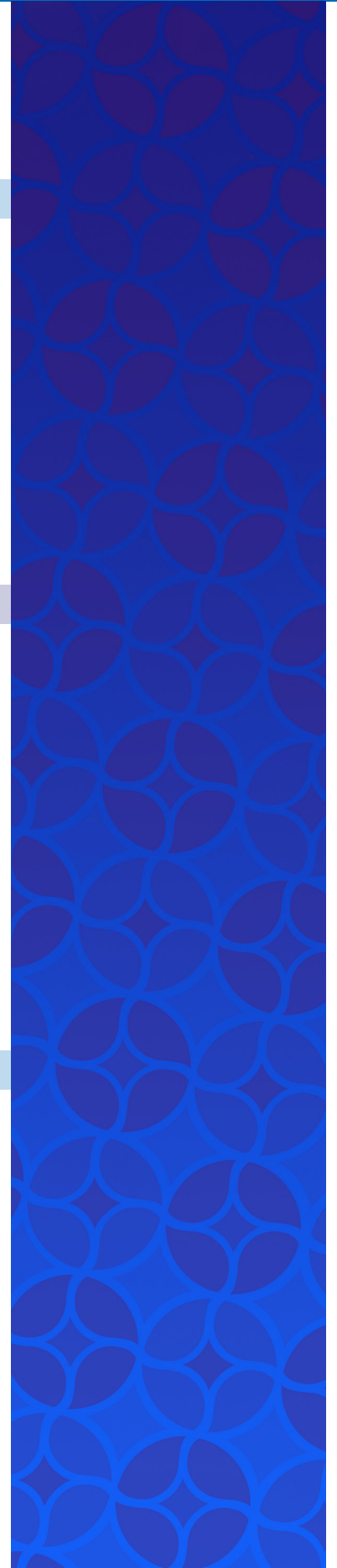
Ideastream Public Media and WKSU collaborated on *Learning Curve*, a statewide reporting project examining the past, present and future of K-12 public education in Ohio. It covered the state of funding, opportunity gaps, curriculum, services offered and the impact of the pandemic. The series also explored what's next for public education and how public educators, researchers, government officials and advocates used the pandemic to improve public education for the future. *Learning Curve* stories received a total of 12, 947 pageviews from 10,594 users.

This collaboration also included a series of three *Learning Curve Community Tour* virtual events. The first community tour focused on lost learning during the pandemic. When the Cleveland Municipal School District first closed its buildings due to COVID-19, surveys found nearly two-thirds of the students did not have internet access at home. **"It is hard to turn in the work because I'm on a laptop,"** said one student in response to the digital divide. **"If I was in school, it'd be easier to turn it in because I'm right there in class."**

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 entertaining and educational activities like Daniel Tiger story time, craft activities, preschool information and more.

In addition to programming provided, families received a digital gift box of resources provided by our community partners. The virtual events were attended by 658 participating families. An addition, 23 classrooms participated in the October session. **"This event was awesome,"** said a parent attendee. **"I wouldn't change a thing. It was beautiful for the kids."**



HEALTH AND SCIENCE

Ideastream Public Media shared vital information to help improve health outcomes.

DELIVERED CRITICAL COVID-19 INFORMATION TO COMMUNITIES

In a time of great need and uncertainty, Ideastream Public Media prioritized timely, responsible, quality coverage of the coronavirus pandemic, with a focus on providing 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.

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. **"It will not make you sicker or less sick if you have COVID-19 and get the vaccine,"** said Dr. Thad Stappenbeck, chair of the Cleveland Clinic Lerner Research Institute. **"It could make the vaccine less effective if you get the shot when you have symptoms of any virus."** Other top stories included answers to *How Long Should You Wait to Get the Vaccine After Having COVID-19?* and *Will People Have to Get the COVID-19 Vaccine Every Year?*

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. A series of episodes focused on stress — the different kinds of stress and easy ways to cope. **"Sit down, close your eyes and imagine something good,"** said De'Naria, a seventh grader. **"I was feeling angry at the time, but as I sat down, I got calmer."**

Hosted by pediatric nurse practitioner, Kristi Westphal, each episode included helpful information from pediatric and mental health experts in the Cleveland area and resources for teachers to use. The three toxic stress podcast episodes received a total of 890 listens and over 1,000 pageviews.

ADVANCED HEALTH EQUITY

For many years, efforts to improve the health of people in minority groups focused on changing behaviors. Ideastream Public Media's reporting project **Connecting the Dots Between Race and Health** took a different approach by creating community conversations about barriers that influence health. **"We have known for a long time that health disparities existed, but we have not done that much about it,"** said Dr. Adam Myers from the Cleveland Clinic. **"Our hope is that we can take this moment of awakening and turn it into a movement that will have impact for the future of our Black and brown partners in the community."**

To develop these conversations and advance racial equity in the region, Ideastream Public Media provided support to 16 Northeast Ohio community members and organizations. These groups went on to develop a variety of journalistic and educational initiatives to demonstrate how racism contributes to poor health outcomes. The series received 6,460 pageviews from 5,560 users.

STATE OF OHIO

Ideastream Public Media led coverage of government news and legislative issues affecting Ohio.

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 and opportunities impacting the city and got to the bottom of what Clevelanders really wanted from their next mayor.

After Jackson: Cleveland's Next Mayor received over 50,450 listens across all web and social media platforms. The most popular episodes were those that focused on candidate profiles. Ultimately, Justin Bibb won the election. In his candidate profile, Bibb revealed, **"My philosophy of governing? We should try hard things because it is the right thing to do. Sometimes, it will not be politically convenient. Sometimes, you might be the lone voice advocating for an innovative idea."**

HOSTED MAYORAL CANDIDATE DEBATES

In an effort to engage and empower voters so they feel 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 debates where Clevelanders submitted the questions for the candidates through pre-recorded video.

This first debate, featuring all seven candidates, covered racial equity, public safety, housing, transparency in government and health equity. The second debate covered education, jobs, the 2 economy, environmental issues and transportation with the final two candidates: Justin Bibb and Kevin Kelley. In total, the debates drew over 60,000 views on digital platforms, with over 52,000 coming from the main debate between Bibb and Kelley.

SHARED GOVERNOR MIKE DEWINE'S LIVE BRIEFINGS STATEWIDE

As communities across Ohio faced challenges related to COVID-19, Ideastream Public Media 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 and WCPN. Governor DeWine's briefings generated 385,453 pageviews from over 240,830 users.

In addition, *The State of Ohio*, a weekly news program broadcast Sundays on WVIZ, featured 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 featured the announcement of Ohio's COVID-19 vaccine plan, as well as a remembrance to those lost to COVID-19 on the one-year anniversary of the state's first death from the disease.

