



ideastream®

ideas

WVIZ/PBS Televised Auction • Help (Still) Wanted • WVIZ/PBS Cooks • Watch Your Mouth • Reflections of Us: The 75th Anisfield-Wolf Book Awards • The State of Ohio
PBS NewsHour • Car Talk • Nature • All Things Considered • Nova • The Sound of Ideas® • Backstage With • Sesame Street • Morning Edition • Applause
Dinosaur Train • Around Noon • The City Club of Cleveland • Curious George • Antiques Roadshow • Masterpiece Mystery • History Detectives • Need To Know

2010



From The Chairman

Now, more than ever, Northeast Ohio needs a strong public media system. Every day, ideastream works to ascertain and meet real community needs for education and public service. Through its multiple media, every school and household in the region has access to the broad array of ideastream programs and services.

The importance of the public service role ideastream plays in delivering community information, arts and culture, and education is growing. While new technologies have made information more readily available, there is a greater burden on us, as individuals, to determine what is fact vs. what is opinion. According to polling conducted each year, public broadcasting remains, by far, the most trusted media.

ideastream works diligently to strengthen our communities by providing distinctive, thought-provoking programs and services. It is a vital source of education, both formal and informal, and also regularly convenes interested and interesting people to talk about important regional topics.

With state and federal funding uncertain, we look to you to continue showing your support and letting others know of the significant and important work ideastream does for the greater good of our region.

Sincerely,

Robert C. Smith
Chairman of the Board

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It all begins with listening to the community and developing **ideas**.

Ideas that allow people to connect... to each other, to their neighborhoods and to the world.

Ideas that help enlighten, inspire, educate and entertain.

ideastream[®]

Read on to learn about some of the programs produced by ideastream in 2010.



Backstage With...
Tim Conway



Design Squad
Competition



An Evening with
Jim Lehrer



The Cleveland Orchestra
in Performance

For a complete list of programs produced by ideastream, visit www.ideastream.org

"I really loved the 'Fighting Fat' TV program. I teach nutrition ... and had my students watch the program online or in class ... it was (and will be) a valuable teaching tool for me in the college classroom."

-Notre Dame College Instructor

FIGHTING FAT

attacking
ALLERGIES

watch
your **mouth**

facing
Depression



ideastream cameras, microphones and websites provide access to important information about health.

Viewers and listeners have access to important health information as ideastream leverages its multiple media assets to focus on a single health topic each quarter.

In 2010, the important topics of depression, obesity, allergies and oral health were covered on television, radio and the web. Each topic received extensive coverage and included the stories of local people facing health challenges, interviews with experts who provided current treatment options, and resources for help and hope for a healthy future.

All of the ideastream health programming lives on and grows at health.ideastream.org where downloads, podcasts and connections to community partners are available anytime.

"I liked the news about going to the dentist. Sometimes I was scared to go there, but now I am not. From now on, I will take good care of my teeth and go to the dentist for a checkup."

-Hayes Elementary School student

“It was great to see so many representatives of different community organizations all come together to help our residents, **and the credit for that goes to ideastream.**”

-Brian Lichty, Consumer Credit Counseling Service



Jobs and the economy are important topics covered by ideastream multiple media.

Help Wanted and *Changing Gears* address the challenges of our economy and the impact those challenges have on our region and our residents.

In 2010, *Help Wanted*, presented in partnership with *The Plain Dealer* and funded in part by CPB, culminated with a televised call-in program that focused on Northeast Ohio's jobs picture. Representatives from regional community organizations came together to answer calls, offering guidance and information about available local resources.

ideastream, along with Michigan Radio and Chicago Public Radio, are working together on *Changing Gears: Remaking the Manufacturing Belt*, comprehensive coverage about the Midwest economy. This collaborative multiple media project tells how individuals and businesses are working to reinvent and transform themselves for the future.

Coverage about jobs and the economy is a frequent topic on *The Sound of Ideas*, *Feagler & Friends* and regular news broadcasts. Resources and other information are available on ideastream websites.

“In general, I think 90.3 WCPN does a better job of covering the local economy than any other local news organization.”

-90.3 listener

"NPR is my constant companion as I move through the day. 90.3 WCPN is a rare, balanced lens through which to view our complex world. Thank you for being there."

-90.3 WCPN listener

BACKSTAGE WITH



Backstage With... Patty Heaton



Backstage With... John Lithgow

APPLAUSE

AROUND NOON



Discovering Vivaldi with Apollo's Fire



Around Noon: Open Air

The arts take center stage in programming produced by ideastream.

ideastream celebrates the visual and performing arts through a variety of local programs. *Around Noon* every weekday on 90.3 WCPN and *Applause* each week on WVIZ/PBS explore cultural trends, introduce listeners and viewers to a wealth of talent and examine events through an artistic lens.

2010 locally-produced programs including "Discovering Vivaldi with Apollo's Fire," "Reflections of Us: The 75th Anisfield-Wolf Book Awards" and "The Cleveland Orchestra in Performance: Bruckner Symphony #7" brought performances and events center stage and into the spotlight.

Backstage With ... hosted by NPR's Scott Simon and produced in partnership with PlayhouseSquare, serves as an electronic "master class" for students gathered in the studio and those connected via

distance learning in classrooms throughout the state. In 2010, Patty Heaton, John Lithgow and Tim Conway shared their behind-the-scenes stories with WVIZ/PBS and 90.3 WCPN audiences, and with the nation when segments of the programs aired nationally on NPR.

"You cannot imagine how many phone calls and in-person comments I have received about the "Applause" show in which we were featured."

-Edna Duffy, Duffy Liturgical Dance Ensemble

“I think ideastream does an outstanding job of keeping teachers connected to new technology and quality media.”

-Teacher response to ideastream questionnaire



The Cat in the Hat



Rick Jackson, NewsDepth



Distance Learning Participants



Dante Centuori, LSI



Education at ideastream presents learning opportunities to teachers, parents and students.

ideastream is a portal to discovery for learners of all ages, beginning with a daytime television broadcast schedule designed to help youngsters get ready to learn even before they enter the classroom.

Education at ideastream builds on the broadcast schedule with a wealth of learning opportunities for teachers, students and parents. These include professional development sessions; online courses for training teachers; interactive distance learning classes; educational opportunities for early childhood educators and much more.

In 2010, two hundred science educators attended a day-long **Science Education Summit**, which was designed to coincide with the rollout of Ohio's new science standards. Scientists from as far away as Berkeley, CA and Michigan State University worked with the teachers to improve science curriculum and instruction and put today's students on track with the science of tomorrow.

LSI: Life Science Investigation, "Attack of the Alien Invaders," developed with The Great Lakes Science Center, is an online video series that takes students on a quest for information about the potential invasion of "aliens," - voracious Asian carp. Science fact is combined with science fiction to help students in grades 6 through 8 learn more about life sciences.

Financial Recap FY 2010

Summary Statement of Financial Position

As of September 30, 2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
Assets	<u>\$35,066,866</u>	<u>\$6,860,408</u>	<u>\$1,026,415</u>	<u>\$42,953,689</u>
Liabilities	\$3,438,729	\$0	\$0	\$3,438,729
Net Assets	<u>31,628,137</u>	<u>6,860,408</u>	<u>1,026,415</u>	<u>39,514,960</u>
Total Liabilities & Net Assets	<u>\$35,066,866</u>	<u>\$6,860,408</u>	<u>\$1,026,415</u>	<u>\$42,953,689</u>

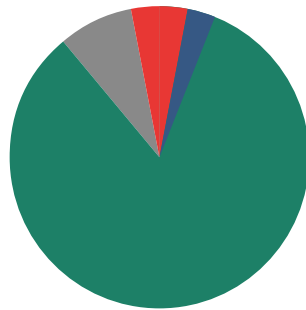
Summary Statement of Financial Activities

For the Year Ended September 30, 2010

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
SUPPORT AND REVENUE				
Operating	\$19,754,916	\$1,283,478	\$0	\$21,038,394
Plant	1,537,978	332,323	0	1,870,301
Endowment	518,720	0	0	518,720
Total Support & Revenue	<u>\$21,811,614</u>	<u>\$1,615,801</u>	<u>\$0</u>	<u>\$23,427,415</u>
EXPENSES				
Operating	\$19,324,351	\$0	\$0	\$19,324,351
Plant	1,838,045	0	0	1,838,045
Endowment	29,765	0	0	29,765
Total Expenses	<u>\$21,192,161</u>	<u>\$0</u>	<u>\$0</u>	<u>\$21,192,161</u>
CHANGE IN NET ASSETS	619,453	1,615,801	0	2,235,254
NET ASSETS-BEGINNING	<u>31,008,684</u>	<u>5,244,607</u>	<u>1,026,415</u>	<u>37,279,706</u>
NET ASSETS-ENDING	<u>\$31,628,137</u>	<u>\$6,860,408</u>	<u>\$1,026,415</u>	<u>\$39,514,960</u>

Total Revenue 2010

\$23,427,415



85% Raised, Contributed and Earned \$19,764,970

Individuals
Corporations
Foundations
Special Events
Educational and Public Service Contracts & Grants
Capital and Endowment

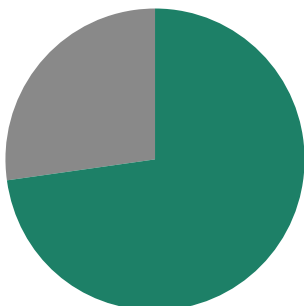
**9% Corporation for Public Broadcasting (CPB)
Community Service Grants (Federal) \$2,104,645**

4% Cuyahoga Arts and Culture \$1,022,791

2% eTech Ohio Commission (State) \$535,009

Total Expense 2010

\$21,192,161



73% Program \$15,470,278

27% Support \$5,721,883

By The Numbers

2.8 million people are reached by ideastream multi-media each month.

Over 300,000 people tune in to 90.3 WCPN in an average month.

ideastream programs and services were recognized with 60 international, national, statewide, regional or local awards in 2010.

ideastream websites log over 100,000 visits each month.

More than 5,500 educators participated in one or more of 353 educational workshops presented by ideastream Education.

Idea Center® is consistently used as a convening location for students, teachers and the community. In fact, 240 events were held in the Westfield Insurance™ Studio Theater alone in FY 10.

19,000 students participated in ideastream-originated distance learning programs in 2010.

Feagler & Friends • Election Debates • Fighting Fat • Attacking Allergies • Frontline • The Cleveland Orchestra in Performance: Bruckner Symphony No. 8
Discovering Vivaldi with Apollo's Fire • LSI: Life Science Investigation • Changing Gears • Facing Depression • Fresh Air • The Diane Rehm Show • Masterpiece
A Prairie Home Companion • American Experience • NewsDepth • What'Ya Know? • Marketplace • This American Life • This Old House • Clifford the Big Red Dog
wviz.org • wcpn.org • ideastream.org • Ohiochannel.org • StatehouseNews.org



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