

The Listening Project 2

Listening to the Community and Looking for What Matters



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ideastream

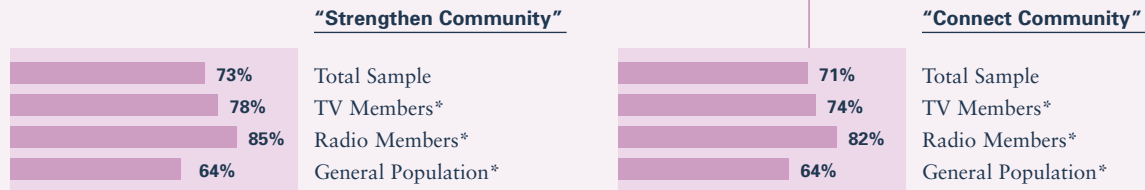
MISSION STATEMENT

To strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate, and entertain.

VISION 2005

ideastream will be recognized as an indispensable multiple media resource connecting community through preeminent programming and services that enrich, respond, and relate to our lives.

THE LISTENING PROJECT 2: % STRONGLY AGREE AND AGREE WITH ideastream MISSION AND VISION STATEMENTS



* Results from Telephone Surveys, November 2002

For a complete report of *The Listening Project*, please see www.wviz.org or www.wcpn.org

The Community Responds

In 2001, WVIZ/PBS and 90.3 WCPN® **ideastream**, then a newly created multiple media public service organization, went to the citizens of Northeast Ohio for direction on meeting its new mission to “strengthen our communities.” During *The Listening Project*, more than 7,700 participants responded to a broad range of surveys and town meetings. **ideastream**’s first report to the community, issued in early 2002, detailed research findings from that project that supported two important pieces of information:

- With extraordinary consistency, citizens identified a short list of Northeast Ohio’s key assets and challenges, concerns that could be understood as a civic agenda and provide key points around which to organize major programs.
- Participants articulated a strong mandate for public service media in Northeast Ohio to connect citizens to ideas, organizations, and each other. One respondent put it this way: “Empower the community to develop and use its collective voice to bring about change.”

Armed with these findings, **ideastream** began to organize its multiple media capability to address the community’s concerns and connect its citizens. **ideastream** combined radio, TV, and Web resources to capitalize on an ability to serve larger and more diverse audiences in new ways. It worked with its staff to actualize the new mission for **ideastream**; and it introduced programming focused on *Listening Project* themes. **ideastream** energized its Web sites with community information, “Web only” content to supplement local stories, and more links to local organizations. Finally, **ideastream**

sought help in serving the community by engaging partners that could provide expertise and additional resources.

As the first year of these efforts ended, it became clear that **ideastream** needed to know whether or not these new strategies were having an impact on the community. Had **ideastream**’s new partnerships and programming initiatives affected people’s perceptions about Northeast Ohio? Were citizens making connections in their communities? Had citizens taken any action to improve these communities? Had they heard of **ideastream**? Once again, research consultants Drs. Judith and David LeRoy of TRAC Media Services were engaged to seek answers. They designed a follow-up—*The Listening Project 2*—to test **ideastream**’s work.

What follows is our report on the results of *The Listening Project 2* and details of some of **ideastream**’s ventures responding to the initial 2001 *Listening Project*. These new multiple media initiatives and the 2002 assessment of community impact yield valuable learning that will affect the future of **ideastream**. Dialogue with the community will continue, and we look forward to sharing these developments with you.

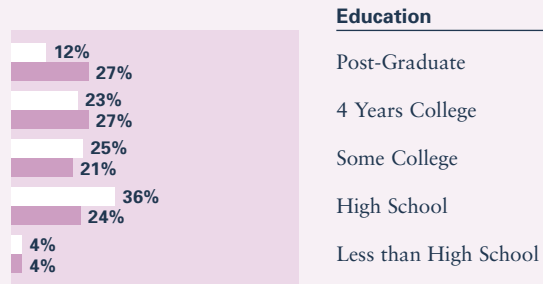
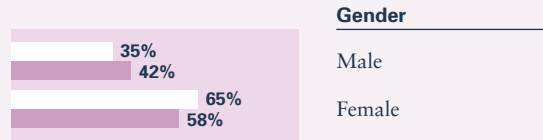
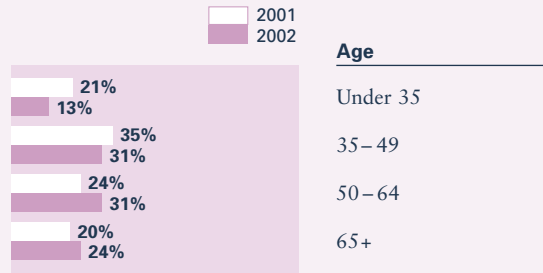


Jerrold F. Wareham
President and CEO
ideastream



Kathryn P. Jensen
Chief Operating Officer
ideastream

**THE LISTENING PROJECT 2:
DEMOGRAPHICS**



Demographics of 600 Telephone Survey Respondents

	TV Members		Radio Members		General Population	
	2001	2002	2001	2002	2001	2002
AGE OF RESPONDENTS						
Under 35	1%	7%	19%	13%	21%	13%
35-49	15%	26%	40%	31%	35%	30%
50-64	37%	37%	29%	35%	24%	26%
65+	47%	30%	13%	22%	29%	25%
GENDER OF RESPONDENTS						
Male	37%	38%	40%	41%	35%	34%
Female	63%	62%	60%	59%	65%	66%
EDUCATION OF RESPONDENTS						
Post-Graduate	29%	23%	50%	51%	12%	14%
4 Years College	29%	32%	33%	29%	23%	22%
Some College	20%	20%	12%	13%	25%	25%
High School	21%	22%	4%	5%	36%	34%
Less than High School	1%	1%	1%	—	4%	4%

Note: Not all respondents answered every question.

The Listening Project 2

In Fall 2001, **ideastream** launched new mission-driven strategies to strengthen communities based on what was learned from *The Listening Project*. See *Spotlight: ideastream Addresses Community Issues That Matter* later in this report.

The community wants public media to act as catalysts for discussion around a very specific list of Northeast Ohio's assets and challenges.

—From *Listening Project 1*

In 2002, as **ideastream** completed its first year as a multiple media organization, it sought to learn whether or not these new strategies were effective. The objective was to measure the amount of change since the original data was gathered.

Town Meeting Locations

Northeast Ohio Leaders, Downtown Cleveland

Thwing Center at CWRU, Cleveland

Riverview Church, Geauga County

Children Services Building, Summit County

Lakeland Community College, Lake County

Medina County Public Library, Medina County

Goals

The Listening Project 2 set out to listen. The goals were to learn about:

- Changes in perceptions about Northeast Ohio's assets and challenges
- Changes in patterns of public trust and involvement
- Perceptions about the value/amount of use of public media
- Awareness of **ideastream** and its activities to strengthen the community
- Changes in perceptions of **ideastream's** role in the community

Methods Used to Reach Respondents

Employing the same methodology used in the first *Listening Project*, some interactions with *Listening Project 2* participants were face-to-face in town meetings rich in dialogue; some were via phone surveys and focus groups with more concise and targeted interaction. More than 70 people attended town meetings. The telephone survey, as in 2001, consisted of 600 individuals: 150 randomly selected 90.3 WCPN members, 150 randomly selected WVIZ/PBS members, and 300 general population respondents. Respondents were encouraged to be open and honest and to share their opinions in the spirit of strengthening the entire community.

COMMUNITY ASSETS COMPARISON

2001	2002
Culture	Location/Environment
Location/Environment	People/Families/Community Values
People/Families/Community Values	Culture
Activities	Cost of Living/Economy
Lake Erie	Activities
Cost of Living/Economy	Lake Erie
	Telephone Survey Results

COMMUNITY CHALLENGES COMPARISON

2001	2002
Jobs/Industry/Economy	Jobs/Industry/Economy
Education/Schools	Education/Schools
Population/Urban Sprawl	War/Terrorism/Fear/Dissension
Environment/Pollution/Water/Air	Population/Urban Sprawl
War/Terrorism/Fear/Dissension	Environment/Pollution/Water/Air
Crime	Crime
	Telephone Survey Results

Changes in Social Trust

	Town Meetings		TV Members		Radio Members		General Population	
	2001	2002	2001	2002	2001	2002	2001	2002
People:								
Can be Trusted	86%	69%	87%	75%	90%	73%	74%	67%
Out for Themselves	14%	19%	9%	23%	7%	16%	21%	28%
No Opinion	0	13%	4%	3%	3%	11%	5%	5%

Changes in Working with Neighbors to Improve Neighborhood in Last Year

	Town Meetings*		TV Members		Radio Members		General Population	
	2001	2002	2001	2002	2001	2002	2001	2002
Work with Neighbors	—	59%	37%	33%	33%	42%	29%	34%

Note: Not all respondents answered every question.
 *Question not asked in the 2001 town meetings.

Social Trust & Civic Engagement

Did Respondents Change Their List of Northeast Ohio's Assets and Challenges?

Yes and no. Measurement of change in perceptions of the community between 2001 and 2002 was influenced by unusual national and local problems, including an adverse economy, corporate scandal, September 11, 2001 and related terrorism, and corporate departures from Northeast Ohio. The 2002 list of community assets reflects this changed climate: it remains fairly similar to 2001, with the exception that People/Family/Community Values is now above Cultural Opportunities in the post-September 11, 2001 rankings. There is no evidence that culture has declined as an asset—it appears more likely that September 11, 2001 and other domestic and international events caused people to change their priorities.

While the list of challenges also remains substantially the same as in 2001, the 2002 priorities have changed a bit. The Economy and Education remain the most critical community challenges. People say they think the economy is worse than last year, while education has improved. There is more awareness of the local economy as an issue in 2002, and people say they are more likely to seek information about it.

What About Levels of Social Trust and Civic Engagement?

While levels of social trust declined somewhat between 2001 and 2002, good news is apparent in higher reported levels of citizen participation in neighborhood affairs. Citizens see themselves working together in greater numbers to improve their neighborhoods. **ideastream**, providing news and information designed to build awareness among its audience, may be helping them work together for a better quality of life. **ideastream** may be a catalyst that is helping make community connections happen.

Perceived Value of 90.3 WCPN Listening Experiences

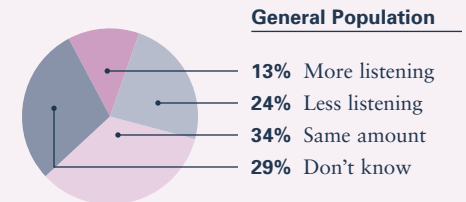
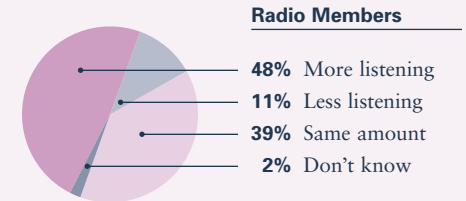
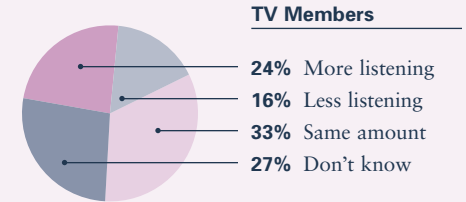
Telephone Survey Data: 2002			
	TV Members	Radio Members	General Population
Very valuable	17%	55%	15%
Valuable	7%	13%	6%
Somewhat valuable	14%	6%	12%
Not very valuable	7%	11%	6%
Not at all valuable	18%	11%	19%
Don't know	37%	3%	41%

Perceived Value of WVIZ/PBS Viewing Experiences

Telephone Survey Data: 2002			
	TV Members	Radio Members	General Population
Very valuable	49%	37%	31%
Valuable	35%	31%	19%
Somewhat valuable	10%	12%	22%
Not very valuable	2%	4%	5%
Not at all valuable	2%	1%	9%
Don't know	2%	15%	14%

Note: Not all respondents answered every question.

THE LISTENING PROJECT 2: 90.3 WCPN LISTENING MORE OR LESS* THAN 2001

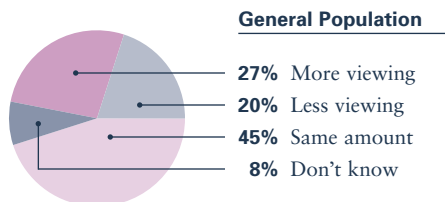
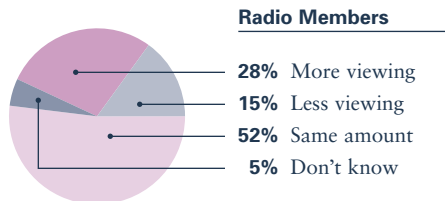
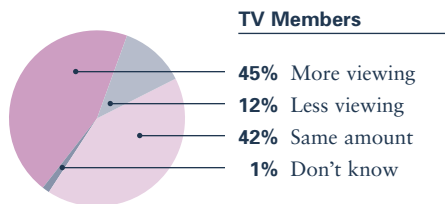


Results from Telephone
Survey Data: 2002

*Perceived Usage

Public Media Use and Awareness

THE LISTENING PROJECT 2: WVIZ/PBS VIEWING MORE OR LESS* THAN 2001



Results from Telephone
Survey Data: 2002
Perceived Usage

Is Public Media Valuable to the Community?

Respondents find both the 90.3 WCPN listening experience and the WVIZ/PBS viewing experience to be “Very Valuable” or “Valuable.” Members of the respective stations lead in estimations of value, with the general public expressing a lower level. The fact that members, people who use and support public media, are more likely to find increased value in it isn’t a surprising concept.

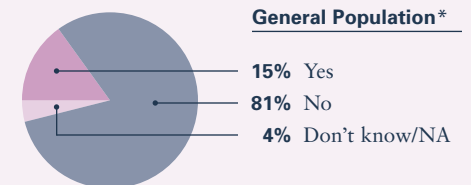
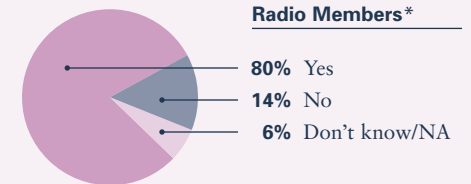
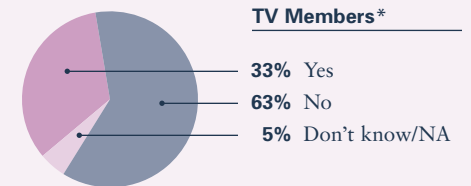
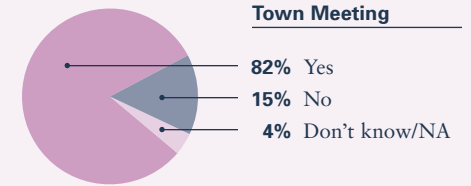
Are People Using Public Media More?

Many respondents report spending the same or more time with public broadcasting during the past year. 90.3 WCPN and WVIZ/PBS members report the highest increase in their respective listening and viewing amounts. There is also significant crossover support between radio and TV. 90.3 WCPN members report watching WVIZ/PBS more; WVIZ/PBS members report listening to 90.3 WCPN more. These results mean audiences like what they see and hear.

*“That is absolutely your job—
to bring people together
around important issues.”*

—from a *Listening Project* meeting at Medina County Library

**THE LISTENING PROJECT 2:
AWARENESS OF ideastream**



*Results from Telephone Survey Data: 2002

Note: Not all respondents answered every question.

% Strongly Agree and Agree with ideastream Mission and Vision Statements

	Total Sample	Telephone Survey Data: 2002		
		TV Members	Radio Members	General Population
Strengthen community	73%	78%	85%	64%
Connect community	71%	74%	82%	64%

Public Media's Most Important Job is to Bring about Positive Change

By Age:	Total	Telephone Survey Data: 2002			
		18-34	35-49	50-64	65+
Agree	53%	62%	52%	53%	56%
Neutral	30%	26%	32%	31%	28%
Disagree	13%	11%	12%	15%	12%

Note: Not all respondents answered every question.

Should ideastream Be Doing What It is Doing? Are People Aware of ideastream and its Work to Strengthen the Community?

ideastream was eager to learn if audiences agreed with its new mission and vision. The answer is yes. Respondents enthusiastically validate the organization's mission to strengthen the community and create partnerships to solidify citizen connections. More than 70% of the respondents "Agreed" or "Strongly Agreed" with statements that spoke of "strengthening our communities by providing thought-provoking programs and services" and "connecting the community through programming and services that enrich, respond, and relate to community members' lives." In fact, a majority of respondents say public broadcasting's *most important job* is to help the community bring about positive change.

Awareness of the multiple media components of **ideastream** is significant at the end of the first year. Many talk about "some kind of connection" between public radio and TV. Many are aware that programs are being cross-promoted from one medium to the other. Radio audiences are most likely to recognize the corporate name, **ideastream**, with TV audiences and the general public less aware. The community is beginning to "get" the new organization and its mission.

New Programming

The pages that follow outline three new program initiatives begun in late 2001 and 2002:

- *A Quiet Crisis*
- *Accents: Northeast Ohio's Identity Crisis?*
- *Making Change: Reinventing Our Economy*

Each of these multiple media projects responded directly to Northeast Ohio's top assets and challenges as outlined in the first *Listening Project*. *A Quiet Crisis* addressed a wide variety of issues related to jobs, the economy, and the area's future; *Accents* addressed issues of family, community values, and diversity; while *Making Change* addressed what individuals can do to engage in economic development and strengthen communities. These projects were shaped in consultation with community partners and designed to encourage audience response and interaction.

A Quiet Crisis Installments

- Regional Economic Development
- Higher Education
- Leadership
- Endowed Chairs (and the manner in which they attract research projects and academic talent)
- The Arts and the Economy
- Success Stories
- The Third Frontier (the State's role in economic development)
- Universities and Their Cities
- Young Leadership



Joe Frolik, Associate Editorial Editor, *The Plain Dealer*, prepares for *A Quiet Crisis* with the help of WVIZ/PBS engineer Jim Kolendo.



Young Leadership: (left to right) Jose Gonzales, Tracey Kirksey, Jeasung Jay Yoo, Jacqueline Acho



Young Leadership: (left to right) Moderator Joe Frolik, Randy McShepard, Lillian Kuri (hidden), Sadhu Johnston

Spotlight: ideastream Addresses Community Issues That Matter

Three Special Programming Initiatives

*“The Quiet Crisis is not so quiet anymore.
Everywhere I go people are
talking about your series.”*

—from a Community Leader

Northeast Ohio’s Future

ideastream’s first response to *The Listening Project* began when *The Plain Dealer* contacted ideastream to suggest a partnership about the future of Northeast Ohio. This topic was of great importance to *Listening Project* respondents. ideastream was eager to add visibility and depth to the subject in any way possible.

The Plain Dealer planned to initiate a series of articles focusing on specific issues that would grow out of a panel discussion among leaders and continue with editorial commentary. To amplify and add perspective to this series, *The Plain Dealer* leadership approached ideastream about the opportunity to broaden the impact of the project through multiple media. ideastream offered to broadcast the discussion on radio and TV, provide additional radio material to support the project, promote the initiative on the radio morning news as well as on TV, and add a Web component.

What did audiences get from this unique partnership that was new and different to the civic discussion? The initial installment of *A Quiet Crisis* became a powerful multiple media event

with seamless content available in print, on the Web, and on TV and radio. *The Plain Dealer* developed in-depth stories and made the topic of *A Quiet Crisis* the primary focus of the FORUM section of the Sunday edition, including printing highlights of the panel discussion transcript. The panel discussion was aired twice on both WVIZ/PBS and 90.3 WCPN, and related material was included in the radio morning news and TV’s *Feagler and Friends*. These multiple access points, available at various times of the week, allowed a broad audience to use the information. Because of the enriched dimension provided by spreading content across media platforms, the project took on energy and excitement far in excess of what is possible with newsprint, radio, or TV alone.

Response was immediate and so positive that ideastream and Cleveland’s only daily newspaper continued this complex and on-going partnership. With support from The FirstEnergy® Foundation and The Nord Family Foundation, the partners prepared six additional segments of *A Quiet Crisis* in 2002; and four in 2003, each focusing on a different challenge facing Northeast Ohio.

Accents Partners

Beachland Ballroom
Cleveland State University
Cuyahoga County Public Library
International Services Center
National Conference for Community and Justice
Western Reserve Historical Society



Cleveland's Cultural Gardens



Cleveland State University
oral history students



Reporter/producers David C. Barnett
and Renita Jablonski



Vadim Glukh, panelist from the
Russian community

“Your efforts, selected guests, and willingness to get people to talk around this issue are a breath of fresh air.”

—from an *Accents* listener

Neighborhood Diversity

Northeast Ohio residents are very proud of their diverse neighborhoods. Communities with strong immigrant and African-American bases were high on the asset lists of *Listening Project* respondents in 2001. Diversity *also* appeared on the list of neighborhood challenges. Clearly, diversity in all its manifestations is an issue that matters.

Responding to *The Listening Project*, **ideastream** reporter/producers Renita Jablonski and David C. Barnett tackled this important and complex concern in a multi-part series titled *Accents: Northeast Ohio’s Identity Crisis?* Much of the subject matter was new to public dialogue in Northeast Ohio. An in-depth look at the region’s perceptions of its immigrant heritage took the audience from a lesson with Western Reserve Historical Society historians to the Cleveland Cultural Gardens in Rockefeller Park to a round-table conversation among new immigrants from the Middle East, the former Soviet Union, Africa, and Asia.

Seventeen radio features, a call-in show, a radio remote from the Beachland Ballroom, and a TV broadcast from Sokolowski’s University Inn explored the past and its implications for the region’s economic future. An interactive Web site

showcased the entire schedule and provided links to partner organizations where visitors could learn more. Visitors were invited to email comments and use suggestions for further action on a page written by the National Conference for Community and Justice titled, “Five Things You Can Do To Build An Inclusive Community.”

Accents segments were aired on radio, TV, and streamed on the Web, allowing people to get the information at different times of the day and from different media. Audiences could tune in from their cars, at home or on an office computer.

The community responded positively to this open discussion as well as to the variety of new voices that helped tell the story. For instance, one segment was written, produced, and voiced by Cleveland State University students studying local history. Another featured the author of a guide to local ethnic restaurants. Many audience members asked for further dialogue, which is planned for 2003.

Selected *Making Change* Topics

Investments, Athersys and NEO's Biotech Future

NASA Glenn Pursues Earthly Goals

Living Downtown

Big Box Stores

Worker Training is Critical in High Tech Economy

Building It Green

Cleveland Business and the Schools

Israeli Bioscience Invades Northeast Ohio



*Lakefront Development Ideas—
From the Public*



Art House student potter:
The Business of Art



Shula Neuman, **ideastream** reporter/producer
and Great Lakes Brewing Company's Phil Lane:
Sustainable Business



*Thinking Big: Debating the
Convention Center*

“Making Change has helped me realize there is a lot I can do about our local economy. Rather than it being someone else’s job—it’s partly mine. Thanks for providing lots of new information so I can make up my own mind.”

—from a *Making Change* listener

Reinventing the Regional Economy

One of the key issues that mattered to 2001 *Listening Project* respondents was the region’s economy and jobs. **ideastream**’s challenge was to identify a strategy to tackle the many aspects of the region’s economic health.

ideastream addressed this concern by developing a long-term series in partnership with the Center for Regional Economic Issues at Case Western Reserve University’s Weatherhead School of Business. The project garnered major support from the SBC Foundation and additional funding from The Nord Family Foundation. The series provides Northeast Ohio citizens with fresh ways of thinking about the future of their region. *Making Change: Reinventing Our Economy* focuses on economic reinventions from the point of view of the individual citizen. It treats the economic “environment” as an organic

system that is driven by the actions of individuals. New voices tell many stories from business start-ups to economic slow downs, from new housing to government housing policy, and from green buildings to brownfields.

Through multiple media, including an interactive Web site, audiences watch, hear, read and react to both brief bits of information and in-depth reports in various ways at many times throughout the day. Call-in shows engage audiences on both radio and TV. Frequent promotion of the series across all media keeps it in the public eye and informs audiences of upcoming topics, the latest interview, and Web questionnaires.



The *Making Change* Web site introduces visitors to series schedules, archived material, get-involved tips and partnership links. Interactive features are designed to engage the audience.

Making Change helps individuals understand the various parts of the economic picture and encourages them to take appropriate action. The audience learns about new voices, new ideas, opinions, and discussion. It is too early to judge the impact of this series on the economic health of Northeast Ohio, but **ideastream** is bringing many issues and many players into the dialogue.

Summary

*“The effect of A Quiet Crisis
is that it has gaveled
the community to attention.”*

— **ideastream** Audience Member

For more information about **ideastream**'s *Listening Project* research, ongoing programming initiatives and community engagement efforts, contact **ideastream**:

4300 Brookpark Road
Cleveland, OH 44134-1191
Phone: 216 398-2800

Three major new multiple media program initiatives illustrate how **ideastream** is responding to the results of *The Listening Project*. Each initiative serves as a catalyst for community engagement. Each includes innovative program elements:

- multiple, rather than single media programming
- cross promotion that weaves throughout media streams
- editorial programming partnerships with community organizations

Listening Project 2 survey results show that the public and **ideastream** users believe:

- they are more active in their communities
- they are listening to and viewing more on 90.3 WCPN and WVIZ/PBS
- they are more aware of **ideastream** and its projects
- they endorse **ideastream**'s mission and vision
- the value and impact of public broadcasting is stronger

ideastream's work is just beginning. Awareness of regional challenges and assets through increased use of **ideastream** is intended to spur discussion and interest in community action. Over time, through connecting community, sparking discussion and underscoring assets and challenges, **ideastream** will come ever closer to fulfilling its mission to “strengthen our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain.”



ideastreamSM

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**www.wviz.org
www.wcpn.org**

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