

THE LISTENING PROJECT



Building stronger communities happens only when community needs are identified and addressed through authentic community engagement.

Understanding that identifying community needs happens best in dialogue, ideastream conducts its annual *Listening Project* survey with a goal of “Listening to the community. Looking for what matters.”

Since 2001, the ideastream *Listening Project* research activity (including group discussions, phone surveys and Internet questionnaires) identifies core community needs and interests: the things that matter most to the residents of Northeast Ohio.

The Listening Project asks about people's views of community assets and challenges, their vision for Northeast Ohio, and the role of ideastream in the community.

ideastream responds to *The Listening Project* by developing new or augmenting existing broadcast and non-broadcast services with a focus on these community-identified needs.

It is through the information obtained from *The Listening Project* that ideastream works to develop critical core competencies: the ability to foster partnerships, to create content, and to distribute content through multiple-media.

Acknowledging that the best way to respond to the community is by creating programs and services built on partnerships, ideastream reaches out to organizations and individuals who share mutual interests in education, public service and strengthening our communities.



Multiple-Media and Other Partnerships

Virtually every ideastream initiative occurs through partnership. Following are a few examples.

A Quiet Crisis is a partnership between ideastream and *The Plain Dealer* that began in 2001. The series addresses critical issues of economic development through stories in *The Plain Dealer*, programs on WVIZ/PBS and 90.3 WCPN, and information on associated websites. Program topics have included progress made in addressing economic issues since the series' debut in 2001, job loss in the region, manufacturing in the 21st century, and how to best "leverage the lake" to stimulate and reignite our regional economy.

In partnership with *The Plain Dealer* and in cooperation with The Center for Community Solutions, **Tomorrow's Promise: Helping Children Left Behind** is a multiple-media series supported by television programs, radio features and discussions, resource guides, newspaper articles, and a series of town hall meetings. Issues examined have included teenage pregnancy, environmental health, early childhood development and juvenile crime.

ideastream partners with the Musical Arts Association and Tower City Center to produce the **Star-Spangled Spectacular Concert & Festival**, a full day of festivities surrounding the Cleveland Orchestra's annual Independence Day performance on Public Square. WVIZ/PBS provides large screen coverage of the concert for an audience of 80,000 who gather on Public Square. The concert was broadcast by 90.3 WCPN and by WCLV 104.9.

In a series of radio and television specials and complementary Internet content, **Making Change** focuses on the role of the individual in Northeast Ohio's economic viability. Produced in partnership with Case Western Reserve University, the series seeks to foster personal initiative that often gets lost in large-scale economic development discussions. Topics include the economic impact of creative industries, biotechnology, civic innovation, and children and education.

Produced in cooperation with Wieland-Bell Productions, **And Thou Shalt Honor: Caregiving Town Hall Meeting** includes a 90-minute TV special built around an in-studio, town hall meeting. More than 100 lawmakers, medical experts and caregivers participate. A companion local resource guide is printed and distributed throughout Northeast Ohio, and is made available via the Internet.

In June 2004, marking the 17th annual National Cancer Survivors Day, ideastream and The Gathering Place partnered with community healthcare organizations to present **Living With Cancer: Celebrating National Cancer Survivors Day**. This special three-hour telecast shares inspirational stories about families living with cancer and provides information about local resources. A specially-prepared resource guide is offered free to viewers and is also available for download from the WVIZ/PBS and 90.3 WCPN websites.