

WCSB-Ideastream Communications Timeline

10.2.25 DRAFT

Thursday, Oct. 2

	LB	Outreach to key partners: <ul style="list-style-type: none">• Greg Harris, Rock and Roll HOF• Mayor Bibb• Chris Ronayne• Joe Cimperman (after sundown; Trustee Szmagala to call first, followed by Pres. Bloomberg)
Afternoon	TB	Student Belonging and Success to send invite to 1) WCSB Executive Staff for Friday 11:15 am Zoom meeting and 2) WCSB students and volunteers for 11:30 am Zoom meeting Note: Invite Jearl Walker, faculty advisor, to both meetings.
5 pm	LB	Zoom meeting with Faculty Senate leadership and faculty and student trustees

Friday, Oct. 3

8-11 am		CSU Board of Trustees meeting Vote expected near end of meeting, ~10:45 am
8 am		Ideastream Board of Trustees Executive Committee meeting (timing will coincide with CSU Board meeting)
11:15 am	PF	Patty to call: <ul style="list-style-type: none">• David Jakupca and Renate Jakupca (Cleveland German Radio Show) — [REDACTED]• Ed Mejac (Songs and Melodies from Beautiful Slovenia) — [REDACTED]• Charbel Zakharia (Arabic Radio Program) — [REDACTED]• Samir Zakharia (Arabic Radio Program) — [REDACTED]• Cleveland Ethnic Media Association (*Caryn will make this call)
11:15 am	TB, LB	Zoom meeting with WCSB Executive Staff and Jearl Walker (15 min.) Meeting led by Tachelle and Laura (Patty Franklin to attend in Laura's place, if Board meeting runs past 11:15.)
	PE	Notify Ideastream contacts that meeting has begun; Ideastream to initiate flash cut
11:15 am		Cascade of campus message:

PE	• CSU Board of Trustees (11:15) — and high-level talking points
PE	• Senior Leadership Team (11:20) — talking points and FAQs
PE	• Campus community (11:30)
Adv	• Alumni (all)
Adv	• WCSB Donors

11:20 am		WCSB broadcast switches over to Ideastream (“flash cut”)
		Ideastream begins airing a recurring message on WCSB to explain change in programming
At time of flash cut		Redirect wcsb.org to new landing page (on ideastream.org) <i>Transition Team to determine logistics</i>
At time of flash cut		Change logins for WCSB social media; share with Ideastream <i>Transition Team to determine logistics</i>
11:30 am	TB, LB	Zoom meeting with students, community volunteers and Jearl Walker (15 min.) Meeting led by Tachelle and Laura <i>(Patty Franklin to attend in Laura’s place, if Board meeting runs late.)</i> Note: Jearl has class at 11:45.
11:35 am	KB	Cascade of talking points to: <ul style="list-style-type: none"> • Admissions • Advancement/Alumni Relations
11:45 am	KB	Release of joint CSU/Ideastream media statement Note: CSU to send
11:45 am	KB	Update references to WCSB on csuohio.edu
Noon	TB	Outreach to WCSB Executive Staff, students and community volunteers <i>Campus message with additional, personalized note of thanks; reiterate information shared during Zoom meetings; reference potential opportunities with Ideastream to continue radio/broadcast experience</i>
Noon	LB	Outreach to key community partners: <ul style="list-style-type: none"> • Ethnic programming contacts; Clevelandpeople.com • Kid Leo • Rob Whitbred, Anup Kumar, Jearl Walker • Scott Vine • Joe Harant, alum — [REDACTED] • Dan Moore • Char Fowler • Craig Hassall

- Blaine Griffin, council president
- Mike Polensek, councilman
- Nickie Antonio, state senator
- Sean Brennan, state representative
- Mike Dovilla, state representative
- Tom Patton, state senator
- Chancellor Duffey

Communications to be drafted:

- Meeting invite to WCSB students, to be sent Oct. 2 – **Complete**
- Joint media statement – **In Progress**
- Campus message to faculty, staff, students – **In Progress**
- Public-facing FAQ (shared with Ideastream) – **Drafted**
- Talking points for Oct. 3 meeting with WCSB students – **Drafted**
- Alumni message – **Drafted**
- Donor message – **Drafted**
- Message to WCSB students and community volunteers – **Drafted**
- Talking points for front line staff and alumni team – **Drafted**

QUESTIONS/TO DO

- **Identify all web pages on csuohio.edu that reference WCSB and make recommendations on changes (KB) -- complete**
- **Begin answering FAQ (all) -- in progress**
- **Identify others for outreach – government officials (Chancellor, governor's office, county, city); community organizations; etc.**
- **Verify cultural-based programming on WCSB and identify any ties to community organizations (KB, PE)**
- **Exclusive interview with Crain's? Joint interview with Ideastream?**
- **When does PT staff member get notified?**
- **Does WCSB have paid advertisers?**

CSU-Ideastream Partnership — High Level Talking Points

- CSU has entered into partnership with Ideastream Public Media for programming of WCSB.
- WCSB will now be JazzNEO from Ideastream. CSU programming will not air on WCSB moving forward.
- This decision was made to “enhance relationships with community partners to expand opportunities for prospective and current students/learners,” a goal in Cleveland State United.
 - This new partnership will pursue that goal as students will have access to paid and for-credit learning opportunities with Ideastream.
 - The decision is not a result of current programming or management of WCSB, or University budget.
- Current WCSB executive staff will receive their stipends through the fall semester.
- CSU and Ideastream will collaborate on ways to celebrate WCSB's 50th anniversary with input from former WCSB staff and volunteers.

WCSB-Ideastream FAQs

Shared Ideastream-CSU DRAFT, 10.1.25

How much will Ideastream pay CSU annually in this agreement?

Per the terms of the agreement, Ideastream Public Media will assume responsibility for costs associated with station programming going forward.

Was this decision a result of a diminishing audience for WCSB?

One of CSU's strategic goals is to "enhance relationships with community partners to expand opportunities for prospective and current students/learners." This new partnership will pursue that goal as students will have access to paid and for-credit learning opportunities with Ideastream.

Is this a merger?

No, this is a Public Service Operating Agreement (PSOA) regarding the station's programming moving forward. Cleveland State University retains the license and Ideastream Public Media manages and provides programming for the station on behalf of the University.

When does the change take place? When will the transition be complete?

The transition will take place on October 3, 2025.

Why is the university changing the station's format?

Cleveland State University has entered into a partnership with Ideastream to strengthen community service and ensure broader access to jazz — an important cultural and educational resource. This decision was made to serve a wider audience while also preserving opportunities for students.

What happens to student involvement in the station?

Students will have access to internships, volunteer positions, and learning opportunities in broadcasting, production, and digital media with Ideastream Public Media.

I loved the student-run station. Why take it away?

We understand that the station holds special meaning for many students and alumni. The media landscape has changed, and today there are more avenues than ever — including streaming platforms, podcasts, and online content — for students to share their voices.

What does this mean for the community?

The addition of an FM analog signal for JazzNEO provides cultural enrichment to thousands more listeners, ensures access for those without HD radios, and strengthens the region's reputation as a hub for music and the arts.

Is CSU making efforts to reduce outlets for freedom of expression for its students, faculty and staff?

This new partnership and Ideastream's programming of WCSB is not the result of concern for views being expressed on the station's student programming. The focus is a partnership to expand learning opportunities for our students.

Why wasn't the CSU community and the WCSB listening audience provided with advanced notice of this change in programming?

WCSB's executive staff of students, as well as student and community volunteers, were notified once both CSU's and Ideastream's governing bodies approved the partnership.

Will CSU recognize the radio station's nearly 50-year legacy in some way?

Yes, Ideastream plans to honor the 50-year legacy of WCSB.

What is the process for students to apply for internships at Ideastream?

Students can apply for internships with Ideastream by visiting ideastream.org/internships.

Is this a result of budget right-sizing for CSU?

This decision was made in order to expand learning opportunities for our students.

What will happen to the Cole Building? What will it be used for?

There are no current plans related to the Cole Building. CSU will continue to provide space for the CMSD Campus International School.

How many students were working at WCSB? Will they have opportunities to work with Ideastream?

The WCSB team included five paid student officers and dozens of volunteers. University administrators have connected with these individuals to share the opportunities available to students through the Ideastream-CSU partnership.

Were there any staff members supporting WCSB as part of their responsibilities? Will these staff members be laid off?

One part-time staff member supported the station. That position has been eliminated.

How much was it costing the University to operate WCSB annually?

WCSB was not a cost center of the University's budget and was instead supported by general student fees. This change will not have an impact on the amount of CSU's general student fees.

Will the non-student radio hosts and other volunteers have opportunities with Ideastream?

Ideastream is developing volunteer opportunities surrounding special events and community engagement.

What will happen to WCSB's radio equipment, records, etc.?

Usage of WCSB equipment will be determined based on the needs of both CSU and Ideastream.

How will the University use funds raised by the radio station during their annual [Radiothon](#), from their [store](#), or direct donors?

CSU will work with stakeholders from the radio station to determine the best use of the donated funds, including uses related to commemorating the 50th anniversary.

Are there any endowment agreements in place or naming rights? Will those transfer to Ideastream?

WCSB did not have any endowed funds.

WCSB was planning a [50th anniversary celebration](#) for the station, including participation from alumni affiliated with the station. Will the University still celebrate this anniversary in 2026?

CSU is open to exploring options for celebrating this anniversary with engaged alumni and students.

WCSB has several radio shows that play music and recognize cultural groups within Cleveland. Will CSU provide a new platform for these shows?

While there will not be a platform for these specific shows on WCSB going forward, radio outlets for some of these cultural groups are available elsewhere.

Will students who receive a stipend for their WCSB responsibilities continue to receive their stipends for a period of time?

The WCSB Executive Team received stipends each semester as officers of a student organization. These student officers will receive their stipend through the Fall 2025 semester.

Is WCSB being shut down in retaliation for questioning student organizations and the Center for Campus Engagement?

CSU and Ideastream have been in discussion of this partnership for more than a year. The decision to change WCSB programming was in no way related to our students' freedom of speech rights to express their opinions on the management of student organizations at CSU.

Why the decision to be a jazz-focused station?

JazzNEO has been broadcasting on an HD Channel since February of 2024. The plan is to better serve the arts and culture jazz community of NEO with the addition of an analog signal.