



PLAYHOUSE  
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**COLLABORATIVE PROGRAMMING TO HELP REDEFINE AUDIENCES  
FOR IDEASTREAM AND PLAYHOUSE SQUARE**

CLEVELAND, OHIO – *July 5, 2004* – The full capacity of what the Idea Center offers ideastream and Playhouse Square Foundation in terms of collaborative programming is still being defined. Yet, therein lies both the challenge and excitement for two different organizations still learning how to complement each other's business models.

The Idea Center truly offers two organizations the opportunity to redefine their audiences. For ideastream, the collaboration offers access to a portfolio of arts and entertainment industry professionals to enhance and expand their content. For Playhouse Square, the collaboration offers an ability to take the performing arts experience far beyond the walls of its theaters and into the entire region. However, this is only the beginning of the potential for collaborative, organization-specific and/or synergistic activity that will be facilitated at the new Idea Center site.

Collaborative programming initiatives between the two organizations offer the northeast Ohio community unprecedented access to the performing arts and arts education as a result of the creation of the Idea Center.

Programming highlights of the Idea Center

- **Greater potential to collaborate on National Public Radio & Public Broadcasting talent and shows** (i.e. Terry Gross, Ira Glass, Antiques Roadshow, etc.).
- **Additional studio space to double as TV studio and 300-seat black box theater** equaling more space for shows and performing arts workshops, master classes, etc.
- **Greater potential to collaborate on producing broadcast content.** (i.e. provide talent for interviews, show footage, etc.)
- **Collaboration on booking live shows in support of broadcast content** (i.e. blues documentary) **or broadcast content based on live shows** (Riverdance, etc.)
- Offers Playhouse Square another notable tool in **convincing producers to bring top-tier performers and productions to Theater District.**

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