

## CLEVELAND, OHIO

While the pulse of Northeast Ohio might be measured in its devotion to its sports teams, Cleveland's rich arts and cultural heritage remains the city's heart and soul. Mention the Cleveland Museum of Art or the Cleveland Orchestra to out-of-towners and they nod knowingly. Both institutions enjoy worldwide critical acclaim. Yet over the past decade, while public money has been pumped into new baseball, basketball and football stadiums, the city's arts and cultural institutions have been bleeding. During this period they have seen a drop in both their audience as well as in contributed income from corporations that have either cut arts funding or left the region.

Since the early 1900s, when Cleveland was an industrial boom town and wealthy patrons established the Cleveland Orchestra, Cleveland Museum of Art and the Cleveland Play House, the city has been known for its exceptional private philanthropy. In recent years, arts funding has primarily come from foundations, individuals and corporations. Private donations exceeded \$15 million during the 1995-96 performing arts season. Over the past 10 years, the Cleveland Foundation—the region's main private funder of the arts—has made more than \$38.7 million in grants to cultural institutions in Northeast Ohio.

There's a wealth of performing arts organizations in Northeast Ohio. The city's major arts players are the Cleveland Orchestra, Apollo's Fire Baroque Orchestra, Ohio Chamber Orchestra, Lyric Opera Cleveland, Cleveland Opera, Cleveland San Jose Ballet, Ohio Ballet, Cleveland Museum of Art, Cleveland Center for Contemporary Art, Cleveland Play House, Great Lakes Theater Festival, Ensemble Theatre, Cleveland Public Theatre, Performance Art Festival, Karamu House Theatre, Cleveland International Film Festival, Tri-C JazzFest, Cleveland Cinematheque, The Rock and Roll Hall of Fame and Museum and the Great Lakes Science Center. The non-profit Playhouse Square Foundation, which owns and operates the four-theater complex that includes the Ohio Ballet, Cleveland San Jose Ballet, Cleveland Opera and Great Lakes Theater Festival, also houses popular music concerts and the Broadway touring series. Playhouse Square likewise rents theater space to some of the city's smaller performing arts groups.

Federal grants to many of these groups come from the National Endowment for the Arts. State grants are channeled through the Ohio Arts

Council. Yet with more than two dozen arts organizations in need of financial assistance, Cleveland does not have an arts council—one that would have a public mandate, speak officially for the arts community, have the ability to raise and disburse funds as well as serve as a permanent planning agency.

The 1996 Civic Study Commission on the Performing Arts, funded by the Cleveland Foundation, discovered that the city's cultural life is in danger unless the community finds new ways to sustain the arts over the long term. The study examined 11 Cleveland performing arts organizations and compared cultural life and support in Cleveland with 10 cities nationwide. While it recognized that new sports facilities and lakefront museums like the Rock and Roll Hall of Fame and Museum and the Great Lakes Science Center were key to Cleveland's continued growth, it also found that the legacy for the arts in the city has been sorely taken for granted.

Not surprisingly, some smaller arts groups have folded over the past decade due to a lack of financial support. The Cleveland San Jose Ballet has operated so close to the edge financially over the past five years that several short-term bailouts have been necessary to keep the institution from permanently closing its doors.

The study offered recommendations that involve the community in the future of its arts organizations. Among them are convincing the city of Cleveland and the municipalities in surrounding Cuyahoga County to provide more financial support. Currently, only the Rock and Roll Hall of Fame and Playhouse Square Foundation receive city and/or county support. In 1994, a year before it opened to the public, the Rock and Roll Hall of Fame and Museum received \$2.4 million, a 1.5 percent share of the

city's hotel bed tax. In 1995 and 1996, Cuyahoga County gave discretionary grants of \$707,000 to Playhouse Square Foundation in lease agreements covering utilities and some operating costs.

As a result of the civic study, the Community Partnership for Arts and Culture (CPAC) was established in 1997 to develop a cultural plan for Northeast Ohio. During 1998, the arts partnership met with local arts organizations, business leaders, artists and members of Cleveland's diverse cultural communities to seek answers and find ways to make the arts more relevant to the community. These meetings will continue through the fall of 1999.

As part of its mandate, CPAC has undertaken a major research project that will study the potential for new audiences, collaborations between area organizations and the effectiveness of arts and cultural education and community outreach programs. From this research, CPAC will develop a cultural plan for the region that is expected to be announced in early 2000.

Yet public funding is only one answer. In the fall of 1998, the Cleveland Foundation challenged 17 of the groups it gives major operational support to participate in a \$10 million program that offers investment and development grants to help them become more self-sufficient. The money will be used for administrative needs, not artistic product.

And six small to mid-sized professional classical musical organizations have formed a consortium to enhance their visibility and save money with hopes of strengthening their efforts in fund-raising, audience development and marketing.

With all this growth and activity, Cleveland is poised to become an even stronger player in the Midwest arts scene during the 21st century.

CLEVELAND METROPOLITAN  
AREA POPULATION:  
2,913,430

TOP FIVE CULTURAL  
INSTITUTIONS  
(BASED ON ATTENDANCE)

1. Playhouse Square Foundation
2. Cleveland Museum of Art
3. Rock and Roll Hall of Fame and Museum
4. Great Lakes Science Center
5. Cleveland Museum of Natural History

# THE PLAIN DEALER

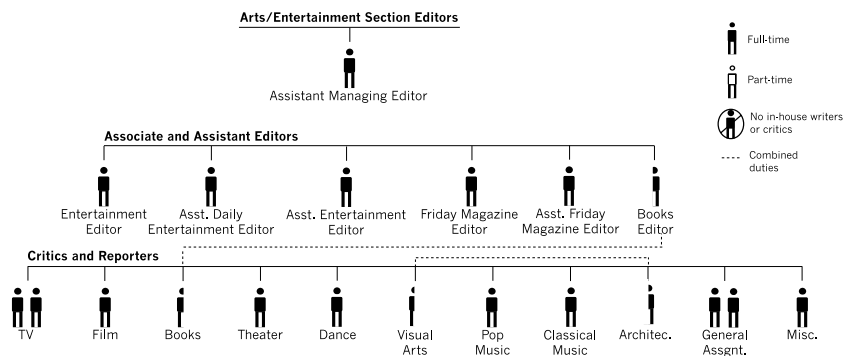
The city at the mouth of the Cuyahoga River in northeastern Ohio sits in the heart of industrial America. Fortunes were made here, and Cleveland has benefited by becoming a major center for the arts. It can claim such well-established and internationally renowned institutions as the Cleveland Museum of Art as well as the new I.M. Pei-designed Rock and Roll Hall of Fame.

The city's only daily, the Cleveland *Plain Dealer*, is very aware of the importance of the city's cultural legacy. "In Cleveland, there has been a history of a very fine orchestra and a very fine museum and lots of theater," says managing editor Gary Clark. "The tradition at the newspaper is to treat them seriously because there is a lot of reader interest in it." The Advance Publications-owned *Plain Dealer* has done just that by increasing its staff during the past decade. Most of the increases took place in the metro section, but entertainment also saw growth. To further strengthen its hand, the paper unveiled a new printing plant that allows it to print in color. And last year, the *Plain Dealer* launched a daily "Entertainment" section, with up to eight pages of features, news, reviews and a guide covering music, movies and the visual as well as the performing arts scenes; the newspaper runs heavy coverage of high fashion and other decorative arts outside of the daily "Entertainment" section. The changes at the *Plain Dealer* prompted its competitors in the surrounding area to increase their own coverage of the arts.

Overall, the *Plain Dealer's* daily arts and living section runs more column inches of arts and culture stories than any other newspaper in the 15 paper study. Appropriately for a city that is home to not only the Cleveland Orchestra under the baton of Christoph von Dohnanyi, but also the Rock and Roll Hall of Fame, the daily section is heavy on music. It ran the most rock music articles in our study, tying for first on classical music, and second for all other music genres. In general, the paper is lighter on television and the movies.

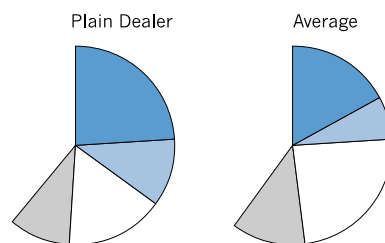
Owner: Advance Publications Daily Circulation: 383,586 Sunday Circulation: 508,787

## In-house Arts Staff (does not include features staff, copy desk and freelancers)



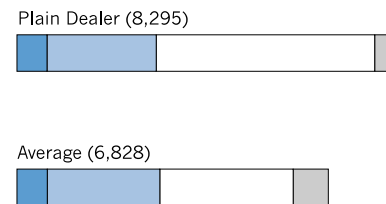
### 1. Artistic Disciplines

- Music (24% vs. 17% avg.)
- Decor. arts (11% vs. 7% avg.)
- Movies (16% vs. 24% avg.)
- TV (10% vs. 12% avg.)



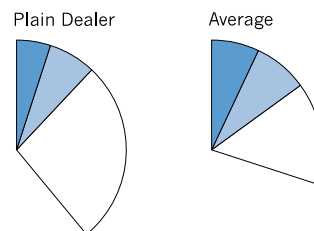
### 2. Daily Arts and Living Section

- TV Stories
- TV Listings
- Other Stories
- Other Listings



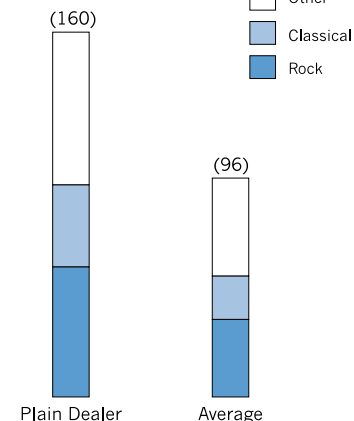
### 3. Pagination of Arts and Features Sections

- Arts & Living (5% vs. 7% avg.)
- Supplements (7% vs. 8% avg.)
- Other Features (27% vs. 15% avg.)



### 4. Music

- Other
- Classical
- Rock



## Notes (All data for October 1998. Comprehensive data available at [www.najp.org](http://www.najp.org).)

- Proportion of editorial space assigned to all arts and culture stories devoted to music, decorative arts, movies and television compared with the 15-newspaper average
- Volume of coverage devoted to arts and culture in the daily Arts & Living section compared with the 15-newspaper average with the number in parentheses indicating total coverage in column inches
- Percentage of pages devoted to daily Arts & Living sections, weekend arts supplements and other features sections compared with the 15-newspaper average
- Number of music stories compared with the 15-newspaper average with the number in parentheses indicating the total number of music articles

## ARTS COVERAGE IN CLEVELAND: A CRITICAL VIEW

The Cleveland-area arts scene is vibrant and the competition remains hot among the various arts and entertainment venues and cultural organizations. This is especially true in their efforts to capture and hold the interest of their audiences, which sadly are not growing fast enough to keep pace. The same holds true regarding competition among the media covering the arts, entertainment and culture in the seven-county area in Northeast Ohio.

Cleveland is home to one major daily, *The Plain Dealer*. There are also four smaller dailies serving primarily the surrounding counties, two highly competitive alternative weeklies, and a chain of suburban weekly newspapers—all of which offer a wealth of entertainment news, features and listings. While each publication has found its niche readership, the features, commentaries and reviews have added to the discussion on the arts in Cleveland and Northeast Ohio.

The paper of record and Ohio's largest daily is *The Plain Dealer*. Readers throughout the seven-county metro area have come to expect a high level of arts and entertainment coverage from the publication. During the past decade, the reporting has been aggressive, and the coverage comprehensive. If there was one consistent complaint from readers, it was that they couldn't always find arts and entertainment news because it was buried behind the specialty "Lifestyle" pages. And except for Sunday "Arts" and the "Friday!" tabloid, there was no real section dedicated to arts and entertainment coverage during the rest of the week.

On March 16, 1998, that changed with the introduction of *The Plain Dealer's* daily "Entertainment" section. The six-to-eight-page color section offers a "TimeOut" column on unusual things to do; weekly pages combining news and features about popular music, the local visual and performing arts, television and movies; and a weekend guide. There is also more expansive coverage of the local and national arts and entertainment scene.

Although the section is printed before the main run of the newspaper, deadlines were pushed as late as possible to accommodate breaking news. Editors were also given the option to take the section live to cover major events such as the Oscars and the Rock and Roll Hall of Fame inductions. This move by *The Plain*

*Dealer* did not go unnoticed by the area's competing media, which followed by stepping up their own coverage.

Cleveland has two growing alternative weeklies, which tend to have a hipper attitude than *The Plain Dealer*. *The Free Times*, which was recently bought by *The Village Voice*, publishes on Wednesday. *The Scene*, purchased by New Times, comes out on Thursday. Both publications stress arts and cultural coverage and try to be as comprehensive as possible. Sometimes they go head-to-head on cover stories with *The Plain Dealer's* popular "Friday!" entertainment tabloid. Other competition:

*The Beacon Journal* in Akron, 30 miles south of Cleveland, last year moved its weekly entertainment tabloid, "Enjoy!," to Thursdays.

*The Spot*, a new quarter-fold weekly published on Thursdays, concentrates on popular music.

The *Lorain Morning Journal* covers Lorain County to the west of Cleveland and features coverage of major cultural events in Cleveland.

*The News-Herald*, based in Willoughby, Ohio, 20 miles east of Cleveland, covers major cultural events in Cleveland.

*The Medina Gazette*, based in Medina, Ohio, 30 miles southwest of Cleveland, covers major cultural events in Cleveland.

The broadcast media generally covers breaking news in the cultural scene, such as when the Cleveland San Jose Ballet had financial woes, when the Cleveland Orchestra announced a renovation of Severance Hall, and when Playhouse Square threw a gala for the re-opening of the refurbished Allen Theatre. They also often follow *The Plain Dealer's* lead with regard to features. Rarely do local performing arts groups get more than a mention on the local news reports, and reviews of dance, theater or music performances are rare.

WCPN in Cleveland (affiliated with Cleveland State University) and WKSU in Kent (affiliated with Kent State University) regularly report on arts and cultural events, interview performers and offer some serious commentary and perspective on the local arts scene. WCLV, the local classical station, broadcasts weekly Cleveland Orchestra concerts that are heard nationwide.

Cleveland Live [[www.cleveland.com](http://www.cleveland.com)], the web site developed in cooperation with *The Plain Dealer* and Plain Dealer New Media, provides material from *The Plain Dealer* entertainment section on the site as well as independent reporting and reviews from writers other than *Plain Dealer* critics.

*"The distinction between fine arts vs. entertainment may be a throwback, but given finite resources, you do have to make decisions that favor one at the expense of the other."*

Gary Clark,  
Managing Editor  
*The Plain Dealer*