

Embracing Our **Potential**

# IMAGINE THE POSSIBILITIES



DETROIT  PBS

 90.9 WRCJ

Report to the Community  
July 2023 - June 2024 Detroit Public Media





We are  
**now**  
Detroit PBS



# Imagining the Possibilities Now and for the Future



This past year has been a seminal time of transition and success for Detroit PBS. We achieved several ambitious goals, in large part, due to our team's tenacity and fidelity. During fiscal year 2024, we rebranded as Detroit PBS as an affirmation of our decades-long commitment to engaging the community and to the standards of quality, trust and fairness that have been the hallmark of PBS.

We also put plans in motion to move back to Detroit and purchased the property at 234 Piquette Ave. This transformative, adaptive reuse project is dedicated to preserving and reimagining an historic building, rich in the automobile heritage of Detroit. Our new community hub and headquarters will serve as an important anchor in the revival of the Milwaukee Junction neighborhood. By consolidating the 90.9 WRCJ radio station, our Detroit-based newsroom, our studios and offices into this singular central campus, we will better engage the public we serve and play a vital role in preserving Detroit's storied industrial history.

As you'll see in this report, Detroit PBS has continued to offer groundbreaking children's programming, captivating cultural shows and in-depth, award-winning journalism. We broadened our collaborations and nurtured deeper engagement with partners, individuals and organizations.

Great Lakes Now produced several town halls that addressed the serious threat of climate change and its effect on the Great Lakes region, including the PBS virtual event focused on climate solutions, resilience and innovation in anticipation of TED's documentary, "TED Explores: A New Climate Vision," of which Detroit PBS was a collaborator.

Recognizing the industry-wide changes in viewership habits and to distinguish itself in the media industry, Detroit PBS continued to invest in more production collaborations and high-growth digital initiatives. Our landmark launch of the multi-platform PBS Books Readers Club with national PBS connects a nationwide community of readers to diverse, significant and thought-provoking authors and PBS personalities, such as Geraldine Brooks, Henry Louis Gates Jr., and Allison Pataki, among others.

Detroit PBS also increased its face-to-face engagement and strengthened partner relationships to support the community beyond broadcast television with high-attended events and intersecting programming, such as the premiere of Prof. Gates' documentary, "Gospel." Companion pieces included a Black Church watch party, and "American Black Journal" interview with series director Stacy Holman, a PBS Books interview with Prof. Gates himself and a pair of gospel performances on "Detroit Performs Live from Marygrove."





This year, our education teams continued to build upon PBS' innovative children's programming, partnering with families, caregivers and educators to enrich young lives from birth through career readiness. Every week Detroit PBS KIDS connects with communities to identify educational needs of children and to distribute resources across neighborhoods – this year reaching more than 4,500 kids.

The Michigan Learning Channel has similarly become an essential resource for its more than 500,000 loyal viewers. It supports educators and improves student success through broadcast and on-demand instructional programming for Pre-K through 12th grade, which is available 24/7, in collaboration with state educators and six other PBS Michigan member stations. This year, Michigan lawmakers once more appropriated state funds to MLC to continue its proven cradle-to-career initiatives. During the year, the MLC produced 262 new episodes of "Read, Write, ROAR!," including those for early learners. The team also published and distributed more than 37,000 early literacy activity books and 50,000 summer activity books to families and schools statewide.

As part of our resolve to pursue and report the truth on behalf of the community through our weekly local news programs, "One Detroit" and "American Black Journal," we have continued to deliver accurate, timely and unbiased news coverage — fast becoming a journalism hub for fact-based reporting and information.

Across all our television and digital platforms, diversity and inclusion remain a longstanding priority. Through engaging storytelling that highlights different perspectives and insights, we are chipping away at barriers that separate us and promoting shared understanding and acceptance to bring about meaningful change.

As we emerge from this year of transition, Detroit PBS is in a position of strength. We envision continued growth and evolution while continuing to produce the best in informative and entertaining programming. In the past year we grew our overall social media following across the organization by 15% to nearly 200,000 followers across all platforms.

In all we do, Detroit PBS is greatly thankful for our passionate and diligent staff and our generous members, funders and donors, who share our mission and have faith in our efforts. Together with the support of our viewers we are improving lives and inspiring people across Southeast Michigan and beyond.



A stylized, handwritten signature in black ink.

**Melissa Roy**  
Chair  
Board of Trustees



A handwritten signature in black ink that reads "Rich Homberg".

**Rich Homberg**  
President  
and Chief Executive Officer



# “HELLO NEIGH BOR”

Our future location in Detroit 234 Piquette Ave. Find out more:  
[detroitpbs.org/brand-and-building](http://detroitpbs.org/brand-and-building)



# One chapter ends, a new one begins to imagine the possibilities

Since 1955, Detroit PBS has served those who call the Detroit area home with programs that educate, entertain, engage, and inspire. Whether known as WTVS, Channel 56 or DPTV, Detroit PBS has consistently engaged our community through listening, building trust and relationships. In April 2024 we rebranded as Detroit PBS to convey our strong commitment to connecting with our local community and with PBS. This decision, informed by two years of audience research, underscores the station's dedication to community engagement and building viewer trust. The public has continually said that despite all that is new with its media habits, its respect and appreciation for PBS remains as strong as ever. In the most recent national research, mirrored by local viewer surveys, Americans say that PBS is the "most trusted" source of information for the 21st consecutive year. Viewers of all political stripes share trust in PBS and its member stations, especially those in the Detroit market.

Detroit PBS marked another major milestone this year the purchase of a public media campus headquarters in the Milwaukee Junction neighborhood of Detroit. The Fred and Barbara Erb Public Media Campus, located at 234 Piquette Avenue will be a state-of-the-art, 50,000 square foot engagement and media campus. By renovating a historic structure in the heart of Detroit's industrial past, the Erb Campus will provide an ideally situated home for an organizational headquarters to support video production and broadcast, 90.9 WRCJ radio operations, arts performances, a journalism hub, and community events space.

Detroit PBS is humbled and thankful for the lead philanthropic gift of its campaign from the Fred A. and Barbara M. Erb Family Foundation to support the relocation effort. The foundation's passion for Detroit PBS and its mission is evidenced by its \$7.5 million challenge grant to the organization as a 1:1 philanthropic match. The Foundation's commitment honors the legacy of Fred and Barbara Erb, their lifelong love of and commitment to Detroit PBS and 90.9 WRCJ, and the shared values of sustainability, servant leadership, and collaboration toward a just and civil society. The foundation encourages you to join them in funding our public media and engagement campus. Detroit PBS expects to begin construction later this year, with an opening scheduled for Fall 2025.

In addition to the Fred A. and Barbara M. Erb Family Foundation, Detroit PBS is grateful to the following funders for making a commitment to this effort in fiscal year 2024: The William H. Smith Family, Jerry and Helga Bilik, Rick Notter and the Martin Family Fund.

Along with the new space, there will be an even greater emphasis on serving the media needs of the region by providing a venue for ongoing engagement with the community and expanding local programs. We will feature such opportunities as media mentorship, enrichment, panel discussions, film screenings, live musical performances, collaborative meetings, and training to foster meaningful connections. As an anchor in the revival of the Milwaukee Junction residential area, The Fred and Barbara Erb Public Media Campus will also play a vital role in preserving Detroit's storied industrial history.

With a dedicated and talented staff, a committed board, and loyal donors and partners, we at Detroit PBS enter this era with excitement and optimism, prepared to serve the people of this region for generations to come.





# Diversity, Equity, and Inclusion



## Creating lasting change by building diversity, equity, and inclusion into all we do

Detroit PBS is Michigan's only community-licensed public television station, operating independently of any educational institution or governmental entity. With more than 2 million weekly viewers across its five TV channels, Detroit PBS is the state's largest and most watched public television station, reaching one of the most diverse public television audiences in America. Diversity, Equity, and Inclusion is core to our mission and critical to our success.

### Detroit PBS' diversity statement

Detroit PBS is committed to diversity and inclusion in our workplaces, our culture and in all aspects of our organization through programming, community relationships and engagement, and governance. We value the unique ideas, perspectives, and contributions of our staff, board, volunteers, partners, and the communities we serve. We embrace the creativity and innovation that result when individuals from a multitude of cultural and life experiences and communities come together.

### Fostering a culture of belonging where everyone is valued

A key focus of our work has been to examine our organizational culture, including policies, programs and leadership structure to reduce bias, root out discrimination, and promote inclusiveness. Detroit PBS' staff-led DEI Committee meets regularly to discuss and address issues related to diversity, equity, and inclusion in all our practices, both in front of and behind the camera. This past year, we enlisted the services of a third-party firm to conduct a DEI assessment survey which gave us actionable ideas to implement in our organization to make it more inclusive.



## Board, committee, and staff composition

Detroit PBS has long valued a balanced board of leaders that reflects the composition of its community and brings fresh perspectives and a wide range of expertise to oversee, strategize, and effectively lead.

The Detroit PBS board of trustees' written diversity policy outlines our goals and expectations to make diversity a core and abiding strength of the organization. A core value of the organization is to celebrate the diversity of Southeast Michigan, which is possible only with a strong, multicultural board of trustees providing leadership and governance for the organization.

During fiscal year 2024, the board was comprised of 34 members (34% females and 65% males.) Of members who chose to self-identify their ethnicity, half identified as white American, 35% as African American, 6% as Middle Eastern/North African, 3% as Asian American and 3% as two or more races.

Detroit PBS' Community Advisory Panel helps evaluate the programming objectives of Detroit PBS and 90.9 WRCJ, the services provided by these stations, and their significant programming policies. In fiscal year 2024 the panel was comprised of 15 individuals, 67% female and 33% male. Of members who chose to self-identify, the largest contingency was among African Americans (47%), followed by white Americans (40%) and Asians (13%).

Detroit PBS is proud of its talented and dedicated staff, and it is our intent to create and maintain a diverse staff at all levels of the organization. Our staff demographics demonstrate that we are collectively stronger and accomplish more by embracing and harnessing a mix of backgrounds, skills, and perspectives. This past year there was an even mix of women (51%) and men (49%) on staff. In terms of race, 75% identified as white, 16% as Black, 4% as two or more races, and 3% as Asian.

Detroit PBS provides equal employment opportunities to people of all ages. This past year, 43% were aged under 40 and more than half (57%) were over 40.

Understanding our diverse community remains Detroit PBS' top value as we move into fiscal year 2025 and pursue even more in-depth journalism, educational programming and community engagement. Achieving and promoting diversity in our staff, board, and community advisory panel continues to be a key area of focus to support our values.

## Celebrating the diversity of Southeast Michigan...







# Education



## **Ensuring educational success from cradle-to-career in the neighborhood and across the state**

Building on PBS' innovative children's programming, Detroit PBS partners with families, caregivers, and educators to enrich young lives from birth through career readiness. At all levels, Detroit PBS education engagement work provides educators and families with resources aligned with Michigan educational standards to help children be successful inside and outside the classroom.

Notably, in fiscal year 2024, Detroit PBS hired Omar Hakim, Ed.D., as Executive Director of Education. Dr. Hakim leads a team of professional educators including three directors with master's degrees in education fields and a team of former educators who engage with students, parents and professionals daily in the implementation of our cradle-to-career strategy.

Through meaningful outreach, high-quality content, and effective community engagement, the educational team at Detroit PBS is making a positive difference in the academic and emotional well-being of children across Michigan. By visiting classrooms, holding workshops, bringing beloved PBS characters to neighborhood events, presenting at educator conferences, and working with partners throughout the state, our education team is dedicated to helping kids become lifelong learners.

### **Detroit PBS KIDS - Early Learning**

Detroit PBS KIDS is a digital broadcast channel and online service that provides round-the-clock educational programming. It is consistently ranked as one of the most-watched PBS KIDS channels in the country.

Beyond broadcast, the education team is also providing parent workshops, meet-and-greets, and special events to enrich skills in young children through elementary grades. The team's efforts reached 4,592 kids and held 125 engagement events with students and families and 1,333 educators during FY 24.

During the past year, some of Detroit PBS KIDS highlights include:

#### **Detroit PBS KIDS in the Neighborhood Thursdays, focusing on families with young children**

This year, Detroit PBS introduced Detroit PBS KIDS Thursdays with the Education Team. Every Thursday during the school year, the Detroit PBS KIDS team connected with families either in person or virtually to offer a regular cadence of engagement events. During the year the team met with approximately 3,770 people in the community.

#### **Be My Neighbor Day**

We held another successful Be My Neighbor Day this year thanks to the support of more than 50 generous partners. The event drew more than 800 attendees, including 100 of those who arrived on our buses from the Brightmoor, Southwest, and Eastside of Detroit neighborhoods. The event celebrated back to school, friendship, and community, as well as hosting a dance party with Daniel Tiger. Families also received free resources, giveaways, educational activities, and the opportunity to learn about preschool opportunities. The event was held for the first time in Detroit at the Eastern Market.

## **'Read, Write, ROAR! PreK' launches season 2!**

Families of preschoolers all over Michigan now receive enrichment through a newly launched season of our popular literacy program, "Read, Write, ROAR!" for Pre-K learners. This fun, engaging program was created to help build a foundation of literacy skills with early learners in a unique, creative way. Season 2 features community helpers. In each episode, Pre-K students learn about how jobs are essential to a smoothly running community. Each of the season's six new lessons includes a fun activity to keep youngsters mentally stimulated and academically engaged.

### **Looping families together with Focus Hope**

The education team celebrated its first-ever PBS KIDS show featuring an African American family, "Lyla in the Loop," with partner Focus Hope and vendors. More than 500 people attended the event, during which we debuted several episodes from the series and introduced Lyla and her family and friends. The event featured opportunities to sign up for preschool, a "Lyla in the Loop Be-on-TV" room, a warm meal, and an abundance of free resources from community partners.

### **Celebrating Infant, Toddler, and Preschool Professionals Appreciation**

The Detroit PBS KIDS education team attended the Michigan Association for the Education of Young Children (MiAEYC) in Grand Rapids to uplift and support 2,100 early childhood educators in honor of Infant, Toddler, and Preschool Professionals Day.

The education team also held a campaign to seek out and honor early childhood educators through broadcast messaging, newsletters, social media, and direct outreach, asking community members to nominate inspiring early childhood professionals and submit a photo of how they are being celebrated.

As a result, 300 early childhood professionals were nominated and three were recognized as Exceptional Educators on Detroit PBS KIDS Instagram and Facebook. The education team will continue this celebration of educators into the next school year.

### **The Early Learning Championship program**

Detroit PBS launched the national Ready to Learn PBS KIDS Early Learning Champions program this year to recognize committed, talented early education professionals. During the two-year program, champions are encouraged to find their passion and voice and pursue a path of personal and professional growth. They begin their program with a learning summit, which culminates in an awards reception.

The Detroit PBS KIDS team nominated five educators during the campaign, each from Detroit, who served with Detroit PBS on the Learning Neighborhood initiative. Based on the national Learning Neighborhoods platform, where PBS stations across the country focus education engagement efforts through the lens of community defined needs, the Ready to Learn initiative strives to provide communities with the tools necessary to set families on a path to educational achievement.

The Michigan Learning Channel

# BEYOND BROADCAST





Of the five nominees, one winner was selected. The team will collaborate with the Early Learning Champion to co-design Learning Neighborhood projects over the next two years.

### The Michigan Learning Channel

The Michigan Learning Channel provides broadcast and on-demand instructional programming for Pre-K through 12th grade, 24 hours a day, seven days a week, in collaboration with state educators and six other PBS member stations throughout Michigan, reaching more than 500,000 viewers monthly. The Michigan Learning Channel lessons are designed to support and enrich school learning and are presented by a diverse group of educators, generally delivered as if the teacher is in a classroom setting. Instructional content focuses on literacy, math, and social-emotional learning through such programming as “Math Might,” “Read, Write, ROAR!,” “INPact at Home,” POPChecks,” and others.

The channel’s efforts extend beyond broadcast; both content and lesson plans are available on its website through live streaming and on-demand viewing.

The following are some of the Michigan Learning Channel highlights from the year:

#### State of Michigan funding

As part of its annual spending plan, the Michigan Legislature restored Michigan Learning Channel funding, allocating \$3 million to continue its successful cradle-to-career educational initiatives and to support educators and improve student success.

#### Literacy Challenge

The Michigan Learning Channel launched a fall campaign to encourage young learners to view literacy lessons, complete missions, and learn and engage with their communities. With 40+ participating schools, districts, libraries, and community partners, the app-based program has connected kids and families to local events, sites, and learning opportunities. Throughout the campaign, 37,000 literacy books were handed out.

#### ‘Read, Write, ROAR!’ new episodes

Airing on the Michigan Learning Channel, “Read, Write, ROAR!” is an English Language Arts program for Pre-K through 3rd grade learners. The Michigan Learning Channel partnered with the Michigan Association of Intermediate School Administrators (MAISA) and certified teachers from classrooms across Michigan to create educational video lessons and corresponding activity sheets that align with Michigan teaching standards and Literacy Essentials. As a result, the Michigan Learning Channel produced 236 episodes for literacy instruction (Pre-k to 3rd grade), with 26 episodes for 4th to 5th grade airing in fall 2024.

### New Future of Work initiatives

The Michigan Learning Channel launched a new Future of Work television series, “The Career Center,” which features Gen Z hosts who discuss future opportunities and the paths available to find dream careers. They explore potential career paths with professionals from different fields and focus on career exploration, 21st-century skills and career pathways. The series is off to a good start, being viewed digitally more than 16,900 times.

### Summer of Fun Challenge

The Michigan Learning Channel’s Summer of Fun Challenge program returned for its fourth year to keep students excited and engaged in learning. Its free eight-week program encourages kids to “Learn, Do and Explore” with literacy and math lessons, hands-on science and fitness activities, career exploration, and virtual field trips to help supplement learning. This past year more than 50,000 summer activity books were distributed to families and schools statewide.

### Professional development for educators

As part of our commitment to partnering with educators throughout the State of Michigan, the Michigan Learning Channel hosted two key initiatives designed to create fellowship among professionals utilizing media as a tool for innovation in the classroom.

- **Iconic Michigan Fellowship opportunities:**

This paid fellowship opportunity for educators across Michigan was created for teachers to learn from and use content from the PBS series, “Iconic America,” and to support student-led learning through storytelling and media production projects. In all, 18 fellows completed the program and produced content with their students.

- **LABS statewide:** The Michigan Learning Channel continued to collaborate with more than 30 Learn and Build Statewide (LABS) teachers this past year to produce student-led media-making experiences. Some of these educators included high school teachers and Iconic Michigan Teacher Fellows from Ann Arbor, Grand Rapids, and Buchanan; a 3rd grade teacher from Saginaw; a literacy coach from Manistee; community partners from Ypsilanti, Pontiac, and Detroit; and others.



# 500,000

## Monthly viewers reached





# Arts & Culture



## 90.9 WRCJ

### Detroit's only radio station that serves up round-the-clock classical and jazz

90.9 WRCJ provides listeners with inspiring and entertaining musical programs. Our diverse radio personalities are passionate music masters and musicians in their own right, who provide knowledgeable, entertaining commentary to increase our listeners' music literacy from classical through jazz music.

This year, some of the radio station highlights include:

#### Detroit Jazz Festival

90.9 WRCJ partnered again with the Detroit Jazz Festival, which annually takes place on Labor Day weekend. The signature event featured legacy stalwarts and a robust lineup of up-and-coming jazz artists, including the festival's Artist-in-Residence Karriem Riggins, a renowned musician, producer, DJ and Emmy Award-winner. 90.9 WRCJ hosts John Penney and Linda Yohn emceed the event again this year for WRCJ and conducted interviews for the Detroit Jazz Festival's livestream, which generated more than 1 million unique viewers. Yohn interviewed Joan Belgrave, Rodger Penzabene, Melissa Aldana, and Dee Dee Bridgewater at the festival. Penney produced a segment for 90.9 WRCJ before the Jazz Fest, featuring several of the festival's performers, including Danilo Pérez, John Patitucci, Brian Blade, Samara Joy and pianists Michael Weiss, Johnny O'Neal, and Sullivan Fortner.

#### 90.9 WRCJ Holiday Concert Series

The radio station also worked with the Community House Holiday Concert Series in Birmingham, in which Detroit Symphony Orchestra musicians performed in an intimate setting. This year it featured the talents of Brother Rice Band & The Marian Melodies and the Joshua Chorale. The 90.9 WRCJ team helped to promote the series by providing free tickets to each performance.

#### Great Lakes Concert Series

Partnering with prestigious, local organizations to deliver world-class performances to enrich the community through cultural and diverse experiences, 90.9 WRCJ broadcasts live and concerts from signature professional organizations throughout the Great Lakes region.

- **Ann Arbor Symphony Orchestra:** On Sundays at noon, 90.9 WRCJ continued to broadcast the orchestra's full season, which was curated to resonate with our unique region by amplifying its sights and sounds and presenting exceptional performances from some of the Midwest's finest musicians.
- **Detroit Opera:** 90.0 WRCJ broadcasts the opening night at the Detroit Opera live and throughout the year, provides listeners with mesmerizing experiences through adaptations such as "Madame Butterfly," "Arias and Overtures," and "The Cunning Little Vixen."

- **Michigan Philharmonic:** The Michigan Philharmonic celebrated its 78th year, bringing live professional symphonic music to concertgoers across the region, showcasing the performance of innovative classical music. 90.9 WRCJ broadcasts their eclectic roster of concerts, this year ranging from "La Mer" to "Water Music" to "The Deep, Deep Sea," among others.

### Honoring the region's legacy of arts and culture

Detroit PBS showcases and celebrates performance and visual arts throughout the community. We provide access to the individual creativity and dynamic talent of our cultural community and the rich diversity of our region through our partnerships with many regional powerhouses including (but not limited to) Marygrove Conservancy, University of Michigan Penny Stamps Speaker Series, The Wright Museum of African American History, and The Kresge Foundation. Detroit PBS enriches lives by connecting communities with aesthetic expression through a spectrum of artistic styles and genres, exposing our audiences to new and diverse experiences.

Some of the arts and culture highlights from the past year include:

#### One Detroit Weekend launch

This year, One Detroit teamed up with 90.9 WRCJ to launch "One Detroit Weekend," a special weekly segment that serves as a guide to arts and culture events in and around the city.

Every week, our contributors Cecelia Sharpe, Dave Wagner, and Peter Whorf from 90.9 WRCJ share the diverse opportunities for fun and entertainment around Metro Detroit — from theater to world-class museums, art exhibitions, live music performances and more.

#### 'Detroit Performs Live from Marygrove' new season

Detroit PBS broadcast another grand season of "Detroit Performs Live from Marygrove," reflecting the creative artistry and dynamic performances of local talent. The season included performers of such genres and art forms as gospel, jazz, techno, poetic performance, live painting, instrumental, chamber, and theater.

#### Events surrounding Henry Louis Gates Jr.'s latest docuseries, 'Gospel'

As part of our commitment to engaging national PBS content through a uniquely Detroit lens, Detroit PBS celebrated the seminal four-hour, inspiring docuseries, which explores the rich history of Black spirituality through sermon and song, by curating several companion events including:

- **Gospel in Detroit:** Detroit PBS produced a special in-person event at Fellowship Chapel in Detroit that included a special appearance by Prof. Gates, a screening of his docuseries, "Gospel," and a rousing choir performance. Prof. Gates led a conversation about Detroit's history as a gospel capital followed by a performance by the Stellar Award-nominated local choir, Larry Callahan and Selected of God. The event gathered more than 1,600 people from the community in fellowship and discussion.



- **'Detroit Performs Live from Marygrove':** A pair of gospel performances curated by Sande Rose from the Detroit Chapter of the Gospel Music Workshop of America featured local talent.
- **'American Black Journal':** Interviews conducted included Deborah Smith Pollard, a local gospel music historian, and Stacey Holman, a producer/director of the "Gospel" documentary.
- **'Gospel Watch Party on American Black Journal's Facebook':** As part of ABJ's Black Church in Detroit initiative, "The Detroit Gospel Music Celebration" and panel discussion featured two roundtables — the first comprised of students and scholars on the origins of gospel music nationally as well as the genre's development and influence in Detroit; the second featuring musicians and producers of contemporary Detroit gospel. The event generated more than 25,000 views and had a 96% engagement rate, - our highest yet for our Black Church in Detroit watch parties.
- **PBS Books Readers Club:** Prof. Gates discussed the inspiration behind his bestselling book, "The Black Church: This Is Our Story. This Is Our Song," with a look at the roots of the Black church and its important contribution to the American identity.

### **One Detroit Special: Preview of the Freep Film Festival**

"One Detroit" featured a special episode on the 11th annual Freep Film Festival. One Detroit contributor Stephen Henderson interviewed the festival's Artistic Director and Co-Founder, Kathy Kieliszewski, from the Detroit Free Press, and local filmmaker Razi Jafri, about the festival's lineup. One Detroit's Bill Kubota interviewed the director of the film, "Rouge," which is based on the legendary high school basketball coach Lofton Greene who led the River Rouge High School Panthers to a record number of state championships.

The "One Detroit" episode also included a clip from the documentary, "Ignore the Noise: The Transformation of the Detroit Riverfront," produced by Free Age Films in cooperation with the Detroit Riverfront Conservancy and Detroit PBS, which premiered at the Freep Film Festival. The film recounts how the city's riverfront evolved from an industrial, blighted wasteland into a vibrant world-class waterfront featuring parks, pathways, and greenways.

## **Arts & Culture Community Partnerships**

### **Sphinx Competition and Finals Concert**

Continuing its commitment to celebrating diversity and amplifying Southeast Michigan's arts and culture organizations. Detroit PBS again partnered with the Sphinx Organization to stream both the Honors and Finals Concerts, in which the nation's finest young Black and Latinx string musicians are given the opportunity to advance their careers and perform for prizes under the auspices of an internationally renowned panel of judges.

### **Concert of Colors**

The Concert of Colors, Detroit's beloved free music and cultural concert, partnered again with Detroit PBS to promote its attendance. As the Midwest's largest music diversity festival, the festival featured a star-studded lineup at venues across the city including the sounds from Transglobal Underground, Don Was, Big Palladium 3, Umbar Bin Hassan of Last Poets, and Straight Ahead. "One Detroit" also interviewed Concert of Colors founder, Ismael Ahmed, prior to the start of the festival.

### **The Kresge Foundation**

- **Kresge 100:** Detroit PBS produced a livestream of "Kresge at 100: Celebrating the Kresge Foundation's Century of Impact and Future of Opportunity," which honored a century of Kresge's achievements and looked to its future of making progress possible. The event included a very special appearance by former President, the Hon. Barack Obama, who sat down with Kresge President and CEO Rip Rapson for a discussion.
- **Kresge Arts in Detroit:** To recognize, celebrate, and reflect on the rich, diverse communities of Detroit, Detroit PBS partnered again with "Kresge Arts in Detroit" to air the series, "Spotlight Detroit: Short Films," featuring the 15th cohort of Kresge Artist Fellows. Their artistic renderings were co-created with 12 Detroit film makers and the 2024 Eminent Artist, Nora Chapa Mendoza.

### **Interlochen Academy of the Arts**

As a strong advocate for the arts, Detroit PBS has collaborated with Interlochen Arts Academy since 2020 to bring a wider audience to the Academy's delightful performances. This year Detroit PBS presented "The Sleeping Beauty," a spectacular interpretation of the timeless, romantic fairytale. The adaptation was made available on demand on our website and streamed via the PBS video app.

### **University of Michigan Penny Stamps Speaker Series**

Since 2020, Detroit PBS and its PBS Books platform have been partnering with the University of Michigan to bring its Penny Stamps Speaker Series to digital audiences across the nation. The series features respected leaders and innovators from a broad spectrum of creative fields to conduct lectures and engagements on stage. For the past five years, Detroit PBS and PBS Books have streamed recordings of these presentations online and through social media, also making them available for on-demand viewing online and through the PBS app. This past year, Detroit PBS streamed 19 Penny Stamps performances.



## University of Michigan Juneteenth Symposium | Celebrating Black Activism & Progress Through Art

Detroit PBS and PBS Books partnered with the University of Michigan Office of Multicultural Academic Initiatives to celebrate Juneteenth this year. We streamed the keynote speech by human rights activist, author and scholar, Loretta Ross, who provided insight on how to drive change and advance social justice.

### The Charles H. Wright Museum of African American History

- **Honoring MLK Day with a community celebration:** Detroit PBS collaborated with the Museum to promote the all-day event, which offered activities for the whole family and an inspiring keynote presentation by social rights activist Jeanelle Austin, founder and executive director of the George Floyd Global Memorial.
- **The Wright Conversations Lecture Series celebration:**
  - Benjamin Crump:** One of the nation's foremost lawyers and advocates for social justice, Crump earned the nickname the "Black America's Attorney General." In his talk, he discussed his storied career and shared insights on current social justice and human rights issues. The event was streamed on American Black Journal's social media platforms.
  - Nikki Giovanni:** Detroit PBS and PBS Book streamed a talk and conversation with Wright President and CEO Neil Barclay, in which the famed poet reflected on her lyrical oeuvre and her illustrious career.



**...engagement with partners,  
individuals and organizations**

**DETROIT  PBS**





# Journalism & Environment



One Detroit and American Black Journal provide in-depth and trusted journalism that connects communities across Southeast Michigan and informs, inspires, and entertains. Our award-winning storytelling takes viewers beyond the headlines, offering context and understanding of crucial issues affecting our communities through longform reports, feature stories and in-depth interviews.

### **Detroit PBS journalists earn top honors for their insightful, community-based reporting and their storytelling and collaboration**

One Detroit, American Black Journal and media partner, BridgeDetroit, received the Sojourner Truth Award from the Detroit Chapter of the Society of Professional Journalists for coverage of the 60th anniversary of the Detroit Walk to Freedom. The award recognizes excellence in journalism covering racial justice.

American Black Journal also took first place for its coverage of the Black Church's role in education, which judges noted as, "a fascinating glimpse into the impact of churches on Detroit's schools."

### **American Black Journal Exploring the issues that matter most to African Americans**

As the station's longest-running public affairs program, American Black Journal continues to expand its reach and scope through news coverage, panel discussions, media collaborations, and exclusive interviews focused on arts and culture, politics, race, social justice, and religion from an African American perspective. Some of this year's American Black Journal highlights include:

#### **'The Black Church in Detroit'**

American Black Journal's ongoing "Black Church in Detroit" series is produced in partnership with the Ecumenical Theological Seminary and The Charles H. Wright Museum of African American History. The monthly episodes are produced with input and guidance from church and civic leaders who sit on American Black Journal's Black Church in Detroit Advisory Panel.

"The Black Church in Detroit" series is a continuous commitment to telling the untold stories of the religious institutions that have served the African American community from the days of the Underground Railroad through the struggle for social justice and the ongoing quest for a better and more equitable future.

This year the "Black Church in Detroit" series covered a wide range of topics including the power of the prophetic voice of the Black church and its importance today; the state of civil rights in this country 60 years after the March on Washington for Jobs and Freedom and the Detroit Walk to Freedom; technology trends in the Black church (such as artificial intelligence); the impact of the Israeli-Hamas conflict on interfaith relationships here in Detroit and how the Black church can better navigate the tensions arising from the Mideast conflict; the growing trend of Black millennials and Gen Zers shifting from religiosity to spirituality; and the power of music, particularly African American religious music. The series also addressed the roles of women in the Black church and how the church provides resources and support for caregivers and to those young people struggling with their mental health.

## **Collaborations**

### **Making Amends: The Quest for Reparations Town Hall**

American Black Journal and media partner, BridgeDetroit, hosted a live, virtual town hall on reparations, continuing a conversation the pair started in 2022, when the Detroit Reparations Task Force was initially being formed to make recommendations on implementing policies to address inequities from years of discriminatory practices.

### **Detroit's affordable housing crisis and its impact on homelessness in the city**

American Black Journal teamed up with BridgeDetroit for a closer look at the affordable housing crisis in the city. Stephen Henderson led a roundtable on affordable housing, exploring the challenges of finding quality, affordable housing; the impact of homelessness; and potential solutions and resources for those struggling to find housing.

### **Signature interviews**

#### **Oscar-winning costume designer Ruth E. Carter**

The costumes by two-time Oscar-winning designer Ruth E. Carter, renowned for her work on iconic films like "Black Panther," its sequel "Wakanda Forever," "Malcolm X," and "Roots," were on exhibit at The Charles H. Wright Museum of African American History. The display showcased the power of storytelling through costume design and honors ancient African cultures through Afrofuturistic pieces.

Host Stephen Henderson sat down with Carter at the museum to talk about her illustrious career and the exhibit.

#### **Civil rights activist and award-winning poet, Nikki Giovanni**

For over 50 years, Giovanni has been one of the most prolific African American poets and one of the most preeminent surviving members of the Black Arts Movement. American Black Journal contributor Cecelia Sharpe sat down with Giovanni to talk about the poet's storied career. She explained how her mother's love of jazz inspired many of her works and what spurred her to create her popular "Quilts" poem. She also read a poem from her anthology, "The Collected Poetry of Nikki Giovanni: 1968-1998."

#### **TV actress and art collector, CCH Pounder**

Stephen Henderson spoke with the actress about her exhibit, "Double D," at The Charles H. Wright Museum of African American History, which featured 54 works from Pounder's private art collection. The exhibit represents Black men as seen through the lens of W.E.B. Du Bois' theory of "double consciousness" and brings together artists from across the African diaspora.

**DETROIT PBS**

**American Black Journal**

with Stephen Henderson



## **One Detroit**

### **Delivering trustworthy and in-depth news and insights**

From offices in the city, One Detroit is an integral part of Detroit PBS' commitment to tell impactful stories that drive conversations about Detroit and Michigan's future, amplify diverse voices across our region, and connect viewers to the region's vibrant arts and culture scene.

Among its many awards, One Detroit journalists earned a Michigan Emmy in the Public Affairs Program category and also won a Public Media Award in the News and Public Affairs category from the National Educational Telecommunications Association (NETA) for its reporting on Michigan's formerly incarcerated population.

One Detroit highlights include:

#### **The 2024 Detroit Policy Conference**

The Detroit Policy Conference explores initiatives and policies needed to grow the state and region's population and make it a destination for talent and business development. Hundreds of business and policy leaders addressed topics such as driving community impact, improving preK-12 talent retention, strengthening the workforce, creating sustainable communities, the 2024 NFL Draft, and more. One Detroit contributors Stephen Henderson, Nolan Finley and Zoe Clark interviewed key figures as part of its ongoing Future of Work coverage.

#### **One Detroit Future of Work special on Higher Education and the Battle for Gen Z**

The special episode captured excerpts from a live, in-person Future of Work town hall held on the campus of Henry Ford College, where Michigan leaders discussed strategies to attract and retain talent, encourage innovation, and promote economic prosperity with a panel of prominent guests.

#### **Detroit Mayor Mike Duggan headlines a One Detroit special episode on the 2024 NFL Draft**

One Detroit contributor Nolan Finley interviewed Mayor Duggan at the historic Ford Piquette Avenue Plant Museum to discuss what to expect during the upcoming NFL Draft which was being held in Detroit. One Detroit Contributor Stephen Henderson interviewed Visit Detroit President and CEO Claude Molinari and Faye Nelson from the Detroit Sports Organizing Corp for the episode.

#### **Truly Detroit**

This year, One Detroit launched a new series that tells the stories of Detroit and our region. Topics range from iconic places and spaces, captivating music and arts, delicious food and restaurants, diverse neighborhoods, and more.

## **Media Collaborations**

### **Our journalists work with content-sharing partners to extend the reach and breadth of our news coverage:**

We are grateful for our media partners who have helped us bolster our efforts throughout the year including BridgeDetroit, Detroit Free Press, The Detroit News, the New York and Michigan Solutions Journalism Collaborative and PBS News Hour Student Reporting Labs.

#### **Detroit PBS' Asian American and Pacific Islander coverage includes stories and input from the AAPI Advisory Panel**

One Detroit tells the stories – some difficult and others celebratory of what it means to be Asian American in Michigan. Such stories as Detroit's Chinatown, Vincent Chin's death, present-day Asian American activism and culinary contributions are part of One Detroit's ongoing coverage of Asian Americans and Pacific Islanders.

#### **Great Lakes Now**

##### **Great Lakes Now connects critical, national issues that affect the environment to the lakes you love**

Great Lakes Now is Detroit PBS' environmental initiative, offering in-depth, multi-platform coverage of water quality, and recreational, economic, scientific, political and environmental issues related to the Great Lakes and the 40 million people who live, work, and study there. News stories are presented through its website, a monthly television show, virtual watch parties, town halls and educational resources. The show continued to grow in viewership this year, reaching more than 3.5 million on broadcast alone.

##### **Taking home honors for top-notch storytelling**

Great Lakes Now won Emmy awards for exceptional news coverage in two categories this year: Best Lifestyle for its segment on ice climbing and Best Magazine Program. The team also won first place at the Detroit Chapter of the Society of Professional Journalists Awards for its reporting on "Lake Superior's Wild Island."

##### **A hub for environmental education resources**

Great Lakes Now and the Michigan Learning Channel continued to collaborate more closely. Together they brought middle school and high school teachers monthly lesson plans and educational resources, featuring timely ways to teach students about the lakes we love, how to be better stewards of our planet and about scientific processes as they relate to the Great Lakes region.

##### **Leading efforts with partners who share a mutual commitment to the health of the Great Lakes**

Great Lakes Now continues to coordinate engagement and content with partners and independent filmmakers to bring audiences news and information about climate change, pollution, water quality, and aging infrastructure on the Great Lakes. Some of these partners include Bridge Michigan, The Narwhal, Michigan Public, Interlochen, and WDET, among others. This year Great Lakes Now also collaborated with the producers of the environmental film, "Lead and Copper," to expose America's water quality crisis and its underlying problem of crumbling infrastructure.



Other outstanding projects from Great Lakes Now included:

### **Exploring how environmentalism and the social justice movement intersects**

Great Lakes Now launched a new monthly digital-first series called “Waves of Change,” which features diverse voices and perspectives shaping the environmental justice movement within the Great Lakes region.

### **Convening more town halls with an emphasis on climate change awareness and informing viewers on how to make a difference**

“Great Lakes Now” and PBS collaborated on a series of virtual town halls to build connections and present climate content at both the national and local levels including:

- **Wetland Ecosystems | Beavers, Biodiversity, and Climate Resilience:** Held in conjunction with “Wild Hope,” a series of short films on PBS’ “Nature” program, this town hall highlighted the intrepid changemakers who are restoring our wild places and sparking new hope for our planet’s future, generating nearly 700 views on Facebook.
- **Flooded: Adaptation, Preparedness, and Equity Amid Rising Waters:** The town hall explored the role of climate change in unprecedented flooding incidents and what communities can do to prepare and protect themselves moving forward, engaging 834 viewers on Facebook.
- **Poisoned Ground and Environmental Policy:** An examination of the 1970s disaster in Niagara Falls, NY, with environmental justice policy experts who discussed its reverberating implications today
- **TED Explores: A New Climate Vision:** Detroit PBS and Great Lakes Now partnered with TED Countdown on its 2023 Summit in Detroit. Out of the summit came this original documentary focused on encouraging progress against climate change and a virtual town hall on climate solutions, resilience, and innovation with experts at the frontlines of addressing climate change challenges. More than 1,000 viewers tuned in on Facebook to join the event.

Great Lakes Now also partnered with other environmentally focused organizations on science virtual town halls including:

- **Citizen Science and the Solar Eclipse**  
Partners included NOVA, SciStarter, the American Astronomical Society, Michigan Learning Channel and PBS Books.
- **The CheckUp**  
The Great Lakes Collaborative, comprised of Great Lakes Now, Circle of Blue, Bridge Michigan, Michigan Public and The Narwhal, convened to present a dynamic conversation about issues that intersect the Great Lakes, climate change, and human health. The town hall was Great Lakes Now’s most highly attended town hall with more than 8,600 viewers joining on Facebook.

Brand-new virtual town hall partnerships this year include:

- **Planet Detroit**  
Together Great Lakes Now and Planet Detroit produced its first town hall, “Surviving a Metro Detroit Summer in the Climate Change Era,” featuring weather, health, and energy experts who discussed the increase of significant weather events in Southeast Michigan.
- **Great Lakes Now Adventures**  
This new series presents two types of content:
  - **“Rockhounding in the Great Lakes.”** Great Rockhounding in the Great Lakes.” Great Lakes Now’s Anna Sysling and Chris Cooper of Great Lakes Rocks & Minerals present fun, educational live events about America’s fascination with hunting for minerals, rocks, crystals, and gemstones along the Great Lakes.
  - **“A Year in the Wild Kitchen of the Great Lakes”** A series in partnership with expert forager and author Lisa M. Rose, with the mission of nurturing a deeper connection with the natural world through foraging.

## **Telling impactful stories that drive conversations about the future of Detroit, our state and the lakes we love**



## **PBS BOOKS**

### **Supporting libraries and PBS stations across the country to cultivate communities of culture, conservation, and lifelong learning**

PBS Books is Detroit PBS' national, multi-platform initiative that connects audiences to books and nurtures a community of people engaged in diverse and unique literary experiences. The program spurs curiosity, encourages ongoing conversation, and inspires learning.

This past year, PBS Books livestreamed 95 author talks with a diverse roster of guests. Some of these notable authors included Dayton Duncan, Beverly Gage, Henry Louis Gates Jr., Ada Limón, Cynthia Leitich Smith, ReShonda Tate and Shelby Van Pelt and producers/writers of PBS programs and films, including Ben Vanstone, Charlotte Webber, Justin Young and Daisy Coulam and Chris Lang. PBS Books also provided resources to more than 2,000 libraries.

Other highlights of the year include:

#### **Launch of PBS Books Readers Club**

After many years of working to amplify books and authors through the PBS Books initiative, Detroit PBS, in partnership with PBS, launched a new, free-of-charge national online hub for avid readers who enjoy public television called the PBS Books Readers Club. This new multi-platform initiative connects a community of readers nationwide to diverse and important stories by many of today's most prolific and thought-provoking authors and PBS personalities, featuring the likes of Geraldine Brooks, Henry Louis Gates Jr., James Crichton, Olivia Quinn and Scott Alexander Howard. Every month, PBS Books selects a book club pick to be discussed in a monthly series and e-newsletter and on social media. The featured books pair with programming and themes offered on PBS.

The PBS Books Readers Club has been a great success since its inception. More than 104,000 people have joined its Facebook group, and it has generated roughly 7.9 million views across all social media platforms including YouTube and the PBS app.

#### **Institute of Museum and Library Services partnership**

PBS Books and the Institute of Museum and Library Services (IMLS) continues to produce more episodes of "Visions of America: All Stories, All People, All Places," a digital-first series of videos and conversations that explores our nation with a renewed interest in the places, people, and stories that have contributed to America today and that align with the America 250 initiative, a multiyear effort to commemorate the 250th anniversary of our nation. This year the series included conversations that explored America's founding documents, its promises, and our crucial citizen responsibilities; the commemoration of the 75th anniversary of desegregating the armed forces, and the important role that people of color played in the military. The series also unearthed African American family stories and genealogy, examined trailblazing women in museum and library spaces, and explored unique places that added to the rich texture of our history — the Freedom Tower in Miami, the Wing Luke Museum in Seattle, the Heard Museum in Phoenix, 18th & Vine District in Kansas City, and the Arab American National Museum in Dearborn, Michigan.

#### **2023 Library of Congress National Book Festival**

For the eighth year, PBS Books also partnered with the Library of Congress National Book Festival, hosting a series of 10 virtual interviews highlighting 11 of the National Book Festival's featured authors.

#### **Serving our diverse communities Detroit PBS special projects serve the health, policy, and well-being of our communities.**

#### **2024 Mackinac Policy Conference**

For the 14th consecutive year, Detroit PBS live-streamed full coverage of the conference that convenes national and statewide critical thinkers tasked with developing a cohesive plan to drive Michigan's economic growth and sustainability. This year the theme was "Bridging the Future Together" to inspire radical collaboration across divides for the betterment of Michigan. Some of the speakers featured this year included Mayor Mike Duggan, Gov. Gretchen Whitmer, former U.S. Speaker of the House Paul Ryan, Chief Political Analyst for NBC News Chuck Todd, philanthropist and developer Dan Gilbert, U.S. Secretary of Commerce Gina Raimondo, and other political figures and business leaders. The sessions were viewed more than 122,000 times on air and online, reaching an audience in Michigan and 46 other states and 57 countries.

#### **University of Michigan Ford School and Wallace House Center for Journalists talks**

Detroit PBS partnered again with the University of Michigan Ford School of Public Policy and Wallace House Center for Journalists to present meaningful and timely conversations with a wide range of political, social and economic authorities on relevant and vital topics. This year's policy talks at the Ford School addressed issues such as confronting history and the case for reparations; an investigative series on the AR-15 assault rifles; smart technologies and tech education programs; the current state of journalism and its responsibility for reporting the news fairly; and America's growth and innovation. The Wallace House speaker series featured such renowned experts as tech journalist and author Kara Swisher, who spoke with General Motors CEO Mary Barra, and former editor of The Washington Post, Martin Baron.

#### **The Detroit Economic Club partnerships**

Collaborators for more than 12 years, Detroit PBS and the Detroit Economic Club continue to align efforts to provide non-partisan, crucial conversations by thought leaders on important business, government, and social issues and to amplify critical thought-leading voices to our audience. This year we delivered livestreams featuring a conversation with University of Michigan President Santa Ono on partnerships, the economic outlook with Michigan's Chief Growth Officer Hilary Doe, G.M. President and CEO Mary Barra on EV technology, Joe Manchin on his plans for empowering moderate voices around the country, Gov. Gretchen Whitmer's keynote on the 2024 budget and former U.S. Attorney and Barbara McQuade on the harmful spread of disinformation, among others.





## The 2024 Collaborative Journalism Summit

Detroit PBS and Wayne State University's Department of Communication hosted this year's Collaborative Journalism Summit, an event organized by Montclair State University's Center for Cooperative Media and held on Wayne State's campus. Detroit was tapped as the host city because of our local media's innovative and collaborative approach to news reporting. This year the theme was "Prepare to Partner," to promote the spirit of collaboration. Two hundred fifty-eight journalists from across the country attended the event.

## Kevin's Song 8th Annual Conference

The community's mental health is a crucial imperative for Detroit PBS. This year we partnered again with the Kevin's Song organization to present Michigan's largest conference on suicide awareness and prevention. The conference explores innovative and evidence-based approaches to the widespread occurrence of suicide, featuring leading experts in mental health and prevention. Detroit PBS streamed portions of the annual conference, including the third annual "Survivor Saturday" discussion, followed by a digital program of highlights from the conference, reaching almost 13,000 viewers on Facebook and YouTube.

## Exploring bipartisanship conversations

While we live in a politically polarized society, that doesn't mean we need to be a divided people. Civility is the bridge to learning about each other's differences and leads to understanding and acceptance. This year, PBS Books presented several bipartisan conversations between congressional leaders on opposite sides of the aisle to exemplify how civility can and does work. "The State of Bipartisanship in America" features Gov. Wes Moore (D) of Maryland and Gov. Spencer J. Cox (R) of Utah, who are reclaiming civility in American politics by fostering perspective through civil discourse, providing better services, and cultivating solutions on behalf of their constituencies. PBS Books also streamed a conversation between a group of current and former governors who broach important issues facing America's Western region in discussion with former PBS News Hour Anchor and Managing Editor Judy Woodruff.

## Ken Burns' 'The American Buffalo'

"The American Buffalo," a docuseries by master storyteller Ken Burns, chronicles one of the greatest man-made ecological catastrophes in the history of North America, the near extinction of the buffalo, and its devastating impacts on Native Americans and the wildlife that supported them — consequences that still resonate today. Viewers journey through more than 10,000 years of North American history and across some of the continent's most iconic landscapes, tracing the buffalo's evolution, its significance to the Great Plains, and its symbiotic relationship to the Indigenous people of North America.

As companion pieces to the film, PBS Books presented a conversation with the film's writer Dayton Duncan to discuss his latest book, "Blood Memory: The Tragic Decline and Improbable Resurrection of the American Buffalo."

PBS Books also partnered with WETA in Washington, D.C., and the American Indian Library Association to provide community engagement around "The American Buffalo." This effort focused on and celebrated Indigenous voices through the development of library engagement materials.

Lastly, news correspondent and author, Judy Woodruff moderated "The American Buffalo: A Story of Resilience," a conversation with Burns and three experts, which explored lessons learned from the film, the early history and special relationship between Native American people and the buffalo, its relation to the larger grassland and prairie ecosystems, and tribal contributions to restoring the buffalo today.

## 'American Experience: The Riot Report'

When Black neighborhoods in cities across the U.S. erupted in violence during the summer of 1967, President Lyndon Johnson appointed the National Advisory Commission on Civil Disorders — informally known as the Kerner Commission — to investigate. The bipartisan commission's final blistering report offered an unvarnished assessment of American race relations. A verdict so politically damning that Johnson refused to acknowledge it publicly.

The film highlighted Detroit's Uprising of 1967, which was the culmination of decades of institutional racism and entrenched segregation. The insurrection began following a police raid on an unlicensed bar and became notoriously known as the largest civil disturbance of the 20th century in America.

American Black Journal's Stephen Henderson interviewed the writer and co-producer of the film, Dean of Columbia Journalism School Jelani Cobb. The two discussed the importance of looking back at the uprisings that took place in Detroit and other major cities across the country after outrage over racial injustice erupted.





# LIVING WILD

PLANT-SPIRATION  
WITH HILTON CARTER





## **Detroit PBS Presents** **Detroit-focused films that explore our nostalgia** **and celebrate the most important city in America**

Detroit PBS presents educational and human-interest stories that cover a wide range of issues that matter to our audience, this year including:

### **'Bravo! Florine Mark'**

Florine Mark passed away in the fall of 2023. The documentary, "Bravo! Florine Mark," was produced in respect for her numerous contributions as a business leader and humanitarian and her unwavering commitment to Metro Detroit. It was this community activism and passion of purpose that drove Detroit PBS to produce this 2017 documentary on her life and career as DPTV's first Bravo! Honoree. The documentary has added footage and highlights her life and career as a woman who led with her heart, inspiring countless female entrepreneurs and championing numerous charities throughout Metro Detroit.

### **'Remembering Sue Marx'**

Detroit PBS presented a tribute to this extraordinary filmmaker, who passed away in the summer of 2024. Marx was a creative autodidact who built a storied career, depicting her loyalty to the causes and people of Detroit through the lens of documentaries and photography. Hosted and produced for Detroit PBS by Dan Alpert, "Remembering Sue Marx," features video clips of her work and two documentaries, "Detroit Remember When: The Jewish Community," which she produced with Detroit PBS and Allyson Rockwell, and "Young at Heart," which earned her an Oscar in 1987 with co-producer Pamela Conn. The tribute also features guest interviews with Conn and former general manager at WDIV-TV Local 4, Marla Drutz.

### **'The Pioneers of Marygrove'**

In 2019, the University of Michigan Marsal School of Education, Detroit Public Schools Community District (DPSCD), and philanthropic partners including The Kresge Foundation opened a unique high school on the campus of the former Marygrove College in Northwest Detroit. The Detroit PBS-produced documentary, "The Pioneers of Marygrove," captures another milestone in Marygrove's legacy of perseverance, following the first graduating class of critical thinkers and community-minded citizens from The School at Marygrove.

## **National Productions** **Films produced by Detroit PBS for PBS stations** **and viewers across the country**

### **'Ireland with Michael' (Season 3)'**

Internationally acclaimed and Emmy-nominated Irish singer Michael Londra resumes his journey traveling across the verdant and enchanting Emerald Isle, in season three of "Ireland with Michael," sharing music, song, and dance along the way. Combining glorious footage from the vistas of the Emerald Isle, fascinating travel destinations, exciting cultural experiences, and performances from popular Irish artists and rising stars, the series explores the hidden treasures and majestic beauty of Ireland's breathtaking country — each episode highlighting an intriguing Irish destination, steeped in culture and history.

### **'Living Wild: Plant-spiration with Hilton Carter'**

In this delightful documentary, viewers explore the wonderful world of plant care and get inspiration from acclaimed plant influencer, author, and interior stylist Hilton Carter, who offers expert advice on cultivating happiness and styling the home with plants. With his best tips for plant care and design — from propagation to placement to color scheming and patterning — Carter challenges viewers to look at houseplants at an artistic level to help design rooms that seamlessly come together for a comforting, beautiful, and intimate home space.

### **'The Brain-Gut Connection with Dr. Emeran Mayer'**

World-renowned gastroenterologist and neuroscientist, Dr. Emeran Mayer brings his 40 years of clinical experience and cutting-edge research to an innovative health special presented by Detroit PBS. This documentary is a journey of discovery, revealing how the interconnectivity between the brain, body, and gut unlocks vibrant physical and mental well-being. With a forefront view into the revolutionary science of the brain-gut connection, Mayer interprets the hidden conversation within our bodies that impacts our mood, anxiety, stress level, immune system, and overall well-being.



**Detroit PBS continues to invest**  
**in more production collaborations...**

# Financial Results

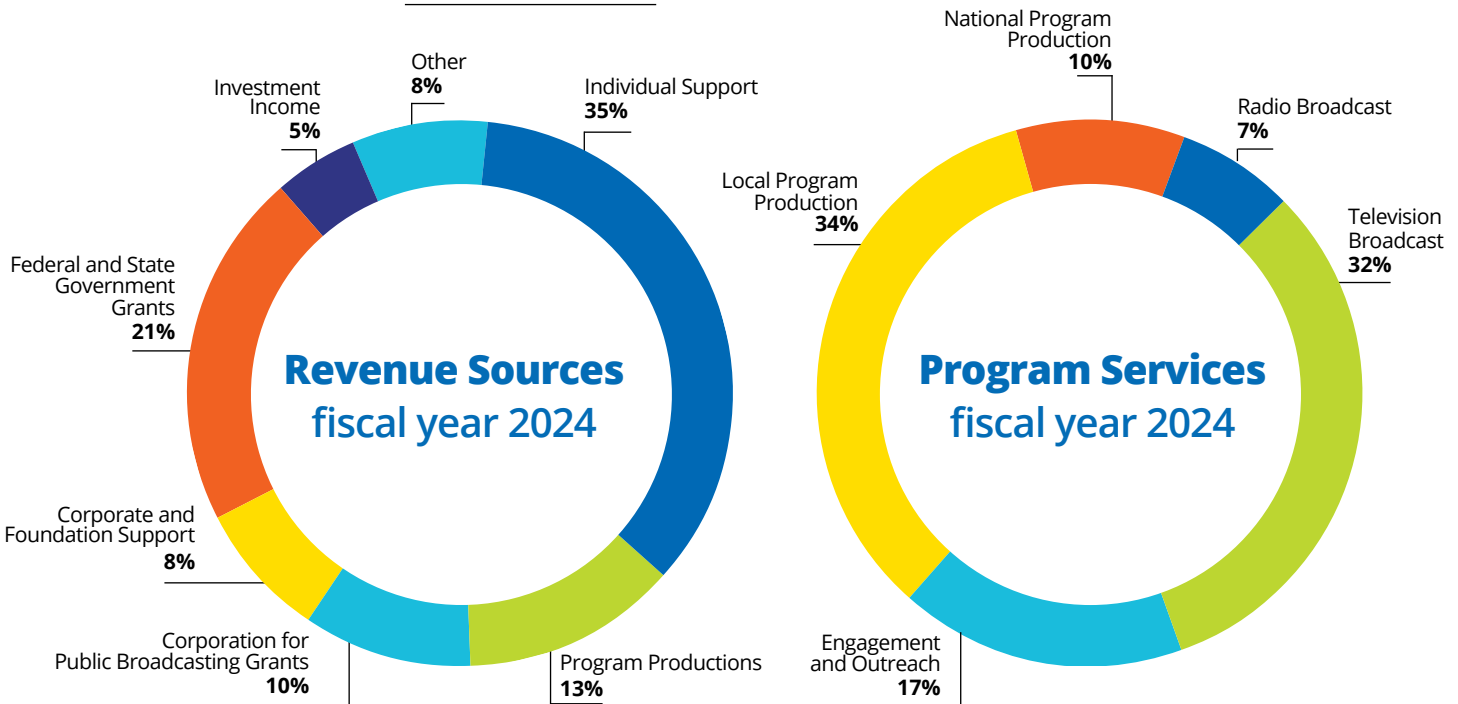
Detroit Public Media fiscal year 2024

## Statement of Activities

	Year Ended June 30	
	2024	2023
<b>Revenues, Gains and Other Support</b>		
Individual contributions	\$ 9,609,315	\$10,902,629
Productions of local and national programs	3,542,847	2,405,612
Corporation for Public Broadcasting grants	2,719,604	2,239,552
Federal and state government grants	5,886,174	231,444
Corporate contributions	1,202,490	1,035,255
Foundation contributions	847,134	869,950
Facilities rental	1,045,704	902,183
Retail product sales	86,111	73,402
Investment income	1,489,748	718,928
Miscellaneous income	340,853	366,580
Gain of sale of property and equipment	694,587	
<b>Total revenues, gains and other support</b>	<b>27,464,567</b>	<b>19,745,535</b>
<b>Expenses</b>		
Program services:		
Engagement and outreach	2,931,970	1,423,823
Production and content creation	7,404,537	6,094,030
Broadcast	6,574,324	6,170,867
Total program services	16,910,831	13,688,720
Supporting services:		
Administrative	2,534,236	2,405,952
Fundraising	4,519,084	4,488,972
<b>Total expenses</b>	<b>23,964,151</b>	<b>20,583,644</b>
<b>Changes in net assets</b>	<b>3,500,416</b>	<b>(838,109)</b>
<b>Net assets - beginning of year</b>	<b>24,880,256</b>	<b>25,718,365</b>
<b>Net assets - end of year</b>	<b>\$28,380,672</b>	<b>\$24,880,256</b>

## Balance Sheet

	Year Ended June 30	
	2024	2023
<b>Assets</b>		
Cash and cash equivalents	\$ 7,779,019	\$ 6,322,722
Investments	9,841,922	8,022,007
Accounts receivable	895,387	963,219
Pledges receivable, net	2,674,975	2,378,361
Inventory	10,584	35,479
Prepaid assets and other	707,541	550,610
Assets held for sale		9,728,409
Property and equipment, net	12,927,877	3,433,709
Other assets	1,927,941	1,829,104
<b>Total assets</b>	<b>\$36,765,246</b>	<b>\$33,263,620</b>
<b>Liabilities and net assets</b>		
Liabilities:		
Accounts payable	\$ 859,715	\$622,742
Accrued liabilities	2,983,309	2,535,103
Long-term liabilities	4,541,550	5,225,519
Total liabilities	8,384,574	8,383,364
Net assets:		
Without donor restrictions	23,868,629	22,221,438
With donor restrictions	4,512,043	2,658,818
Total net assets	28,380,672	24,880,256
<b>Total liabilities and net assets</b>	<b>\$36,765,246</b>	<b>\$33,263,620</b>





2023–2024

# Awards [View all our awards at DetroitPBS.org/Awards](https://www.detroitpbs.org/Awards)

## Society of Professional Journalists Detroit Chapter Excellence in Journalism Awards

### Broadcast:

*Community/Local News Reporting:*

**One Detroit:**  
**Future uncertain for Detroit's  
paratransit system as DDOT  
takes over, searches for new  
providers**  
**Second Place**  
Bryce Huffman, Chris Jordan

**American Black Journal:**  
**The Black Church in Detroit**  
**Third Place**  
Daphne Hughes, Stephen  
Henderson, Christian Gibbons,  
Bill Allesee

**American Black Journal:**  
**Homelessness & Affordable  
Housing**  
**Fourth Place**  
Daphne Hughes, Stephen  
Henderson, Nushrat Rahman,  
Bill Kubota, Daija Moss

*Education Reporting:*

**American Black Journal:**  
**The Black Church's Role  
in Education**  
**First Place**  
Daphne Hughes, Stephen  
Henderson, Christian Gibbons  
**Detroit PBS:**  
**Pioneers of Marygrove**  
**Second Place**  
Jim Toscano, Ed Moore, W. Kim

*Environment Reporting:*

**Great Lakes Now:**  
**Lake Superior's Wild Island**  
**First Place**  
Anna Sysling, Greg King,  
Ian Solomon, Jordan Wingrove  
**American Black Journal:**  
**Climate Change &  
Black Detroiters**  
**Second Place**  
Daphne Hughes, Stephen  
Henderson, Jenna Brooker,  
Bill Kubota

**Great Lakes Now:**  
**A Community Fights for a  
Cleaner Future**  
**Third Place**  
Sarah Pagura, Bill Allesee

*Feature Reporting:*

**American Black Journal:**  
**Rose Morton's Family Roots**  
**Second Place**  
Daija Moss, Dan Ketchum,  
Matt Ilas, Brendan Battle,  
Jesse Harrison

*General News Reporting:*

**One Detroit:**  
**Detroit's Oldest Gay Bar,  
Gigi's, Celebrates 50 Years  
as Haven for City's LGBTQ+  
Community**  
**Third Place**  
Chris Jordan, Orlando Rivera

*Health Reporting:*

**One Detroit:**  
**Push by local Vietnam  
Veterans to Rename Post  
Traumatic Stress Disorder  
Gains Momentum**  
**First Place**  
Bryce Huffman, Joe Dzenowagis,  
Dennis Niemieca

*News/Public Affairs  
(Regularly Scheduled  
Programs):*

**Great Lakes Now**  
**First Place**  
Rob Green, Anna Sysling,  
Jordan Wingrove, Bill Allesee  
**One Detroit**  
**Second Place**  
Bill Kubota, Chris Jordan,  
Will Glover, Daphne Hughes,  
Zosette Guir  
**American Black Journal**  
**Third Place**  
Daphne Hughes, Stephen  
Henderson, Christian  
Gibbons, Bill Allesee,  
Zosette Guir

### Digital:

*Feature Reporting:*

**One Detroit: AAPI Stories  
Series for AAPI Heritage  
Month**  
**Second Place**  
Zosette Guir, Bill Kubota,  
Eden Sabolboro, Thaad  
Sabolboro, Amanda Tingley

### Open:

*Sojourney Truth Award  
in Topical Reporting:*  
**One Detroit**  
**American Black Journal**  
**BridgeDetroit:**  
**Walk to Freedom Coverage**  
**First Place**  
One Detroit, American Black  
Journal, BridgeDetroit

## Michigan Association of Broadcasters Broadcast Excellence Awards

*Continuing Coverage:*

**Returning Citizens**  
**Best**  
**AAPI News and Stories**  
**Merit**

*Cultural and Performing Arts:*  
**Detroit Performs:**  
**Live from Marygrove**  
**Curated by the Detroit Opera**  
**Best**

*Marketing Materials and Promos:*  
**Detroit PBS Kids Promos**  
**Merit**

*News or Public Affairs Special:*  
**Great Lakes Now**  
**Best**

*News Special or Documentary:*  
**The 60th Anniversary of the  
Detroit Walk to Freedom**  
**Best**

*Special Interest:*  
**Isle Royale**  
**Merit**

*Use of Multi-Platform Media  
Long Form:*  
**Visions of America: All Stories,  
All People, All Places**  
**Best**

*Membership Appeal:*  
**Boblo Boats: A Detroit Ferry  
Tale Pledge Breaks**  
**Merit**

*Station Excellence:*  
**Detroit Public Television**  
**Merit**

## National Academy of Television Arts and Sciences Michigan Chapter Emmy Awards

*Magazine Program:*  
**Great Lakes Now**  
**Winner**

*Public Affairs Program:*  
**One Detroit**  
**Winner**

*Lifestyle:*  
**Great Lakes Now**  
**Ice Climbing**  
**Winner**

*Arts/Entertainment:*  
**Detroit Performs:**  
**Live From Marygrove**  
**Ainadamar**  
**Nominated**

**Detroit Performs:**  
**Ruth E. Carter Exhibit**  
**Nominated**

*Children/Youth/Teen:*  
**The Career Center**  
**Nominated**

*Environment/Science:*  
**Great Lakes Now**  
**Lake Superior's Wild Island**  
**Nominated**

*Societal Concerns:*  
**Sparkling Communities  
for Change: Michigan**  
**Nominated**

## Public Media Awards (NETA)

*Short Form:*

**From Detroit's Walk to  
Freedom to the March on  
Washington: 60 Years of Civil  
Rights Legacy**  
**Honoree**

*Content News &  
Public Affairs:*  
**Detroit PBS Chronicles**  
**Challenges of Prison Reentry  
and Examines Solutions**  
**Division 1 Winner**

*Cultural Feature:*  
**Extra Credit:**  
**MiPoetry**  
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### **Mary Miodowski**

### **Fatima Salman**

### **TaMuk Scruggs**

### **Jeremiah Steen**

**Our board volunteers serve as the voice for the public,  
playing an active role in shaping our programming by sharing ideas  
and incorporating feedback from the community.**



# Thank **You** For Your Support

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