



IMPACT REPORT 2024





**MEETING
YOU WHERE
YOU ARE.
ALWAYS.**



From Classroom to Community: What's Inside This Report

- Page 4-5 – Cradle-to-Career Commitment:
Introduction to our work at Detroit PBS Education
- Pages 6-7 – PBS Trust Data & The Legacy of Public Media and Education Success
- Pages 8-10 – Ready to Learn Program
- Pages 11-12 – The Neighborhood Model:
Introduction to our community, educator in schools, and partnerships framework.
 - Pages 13-15 – **Community** Highlight Stories
 - Pages 16-17 – **Educator & Schools** Highlight Stories
 - Pages 18-19 – **Partner** Highlight Stories
- Pages 20-22 – Impact in Action: *Reflecting on our High Scope evaluation of impact and our reach and engagement data*
- Page 23 – Stay in Touch



A Cradle-to-Career Commitment

Learning begins at birth and continues for life. Early childhood shapes future success, but schools can't do it alone—students need additional tools and community support to thrive.

Detroit PBS bridges education and the workforce, offering real-world skill development, career exploration, and community engagement to help students transition from classrooms to careers

Our Work & Impact

- **Curate, Create & Share** high-quality educational content.
- **Expand Engagement** across digital, broadcast, and community initiatives.
- **Build & Sustain** Learning Communities & Partnerships to extend access and deepen impact.

Supporting Learners at Every Stage

Early Learning

Ages 0 - 8

- Supports young learners, families, caregivers, and educators.
- Focus Areas: Executive function, social-emotional learning, early literacy, and math.
- Leverages: PBS Kids, Michigan Learning Channel, PBS LearningMedia.
- Neighborhood Model: A multipronged approach that leverages powerful, research-based assets to drive meaningful community engagement and improve educational outcomes from cradle to career.

Michigan Learning Channel (MLC)

Grades Pre-K-12

- Statewide Access: Free, standards-aligned PreK-12 content available via TV, online streaming, and on-demand.
- Curriculum-Aligned: Designed with Michigan educators to support classroom learning and at-home enrichment.
- Equitable Reach: Serves rural, urban, and underserved communities with high-quality educational resources.
- Support for Educators & Families: Provides lesson guides, professional development, and family engagement tools.
- Year-Round Learning: Offers summer programs, literacy initiatives, and STEM content to prevent learning loss.

Future of Work

Ages 8 - Adult

- Demystifying Careers – Showcasing pathways and workforce opportunities.
- Exploration & Exposure – Connecting students with real-world career experiences.
- 21st-Century Skills – Developing essential workforce competencies.
- Youth Engagement – Encouraging media creation, advisory boards, and storytelling.

Building Trust, Shaping Minds: The PBS Legacy in Education

PBS KIDS leverages the full spectrum of media and technology to build knowledge, critical thinking, imagination and curiosity. By involving parents, caregivers, teachers and community organizations as learning partners, PBS KIDS helps to **fuel the Learning Ecosystem** which empowers children for success in school and in life.

PBS Stations are #1 in reaching:

Children ages 2-8 in low income homes

Moms of young children

Moms of young children in low income homes

Hispanic moms of young children

Source: Nielson NPOWER, 9/19/2016-9/24/2017, L+7 M-Su 6A-6A TP reach, 50% unif. 6+min, K2-8, LOH18-49w/C<6, LOH19-49w/C<6 in HH/ <\$25k, Hispanic Origin LOH18-49w/C<6, All PBS stations compared to DSNY, NICK, DSNYJr, NICKJr, SPRT, TOON & DISCFam.

Research demonstrates that

**PBS KIDS
multiplatform
content helps
prepare children
for kindergarten.**



Source: McCarthy, B., Li, L., Schneider, S., Sexton, U., & Tou, M. (2013) PBS KIDS Mathematics Transmedia Suites in Preschool Homes and Communities. A Report to the CPB-PBS Ready to Learn Initiative. Redwood City, CA: WestEd.

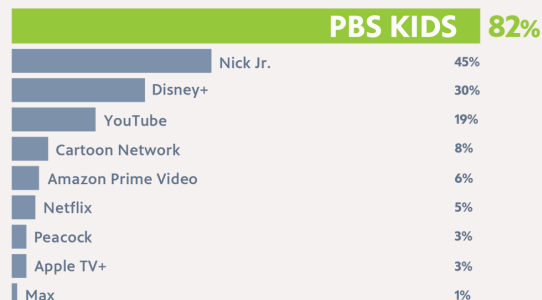
Public Media in the Community

Public Media provides resources that are free, widely accessible, and designed to serve all families, including those in underserved communities. We are committed to high-quality, research-backed educational content that prioritizes learning over profit. Detroit PBS offers multi-platform delivery—broadcast, digital, and in-person engagement—ensuring scalable impact.

We work relentlessly to retain public trust and collaboration—for, by, and with the community.

The Detroit PBS Education Team's commitment to meeting families where they are has never been stronger. We have expanded our presence in local businesses, libraries, and community spaces across the city.

PBS KIDS named Most educational media brand.



Graph indicates "most educational" and "second most educational."

Children who watched SUPER WHY! scored

**46%
higher**

on standardized tests.



Children who watched Daniel Tiger's Neighborhood and parents who regularly discussed with them

demonstrated greater empathy, recognized emotions better and felt more confident in social interactions

than their peers who didn't watch the show.



After engaging with ODD SQUAD, children's average scores on post-tests were higher

than their average scores on pre-tests for the following math skills: skip counting (25%), simple addition and subtraction (12%) and pattern recognition (7%).



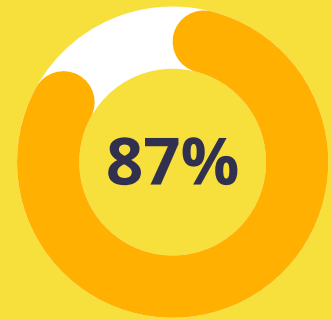
Children who used media content from PEG + CAT

showed improvement in critical math areas

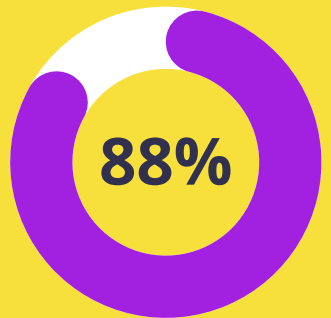
involving ordinal numbers, spatial relationships and 3-D shapes.



of U.S. TV Households have 24/7 access to PBS KIDS.



of surveyed adults agree that PBS stations provide an **excellent value** to communities.



of parents say PBS kids models positive social and emotional behaviors for children.

Source: Marketing & Research Resources, Inc. (M&RR), 2018



Ready To Learn: Engaging Families with Hands-On Learning

The 2020-2025 Ready to Learn Learning goals focus on computational thinking, the world of work, and everyday literacy. Detroit PBS KIDS brings these ideas to life through interactive workshops, community events, and PBS KIDS media, ensuring families have the tools to support learning at home and beyond.



The Value of Ready To Learn: Boosting Kids' Learning, Empowering Parents, Proven Results

The **Ready To Learn (RTL) grant**, funded by the U.S. Department of Education and Congress, helps CPB and PBS create and share PBS KIDS educational content for children ages 2-8. Working with media producers, researchers, and local PBS stations, RTL funding allows stations to customize learning resources to fit state standards and community needs. The grant supports content that builds literacy and STEM skills while introducing young children to career and workforce concepts to help them succeed in school, work, and life.

Community-Centered Impact & Local Station Engagement

Leveraging the reach of PBS KIDS, local public media stations use RTL-funded content to empower parents, caregivers, and educators through in-person workshops and events with proven, measurable learning impacts.

Economic Value

The investment in RTL provides exceptional educational and economic value, providing widely accessible and free programming that benefits millions of American families each year.

Proven Educational Outcomes

For more than 30 years, RTL-funded PBS KIDS content has demonstrated measurable, real-world impacts on learning.

Science, Technology, Engineering, and Math (STEM) Education

Use of RTL-funded PBS KIDS content and resources has proven to:

- Understand STEM concepts like movement and force, encouraging early scientific exploration.
- Develop sequencing skills essential for problem-solving and coding.
- Build interest and positive attitudes toward science.
- Expand their science vocabulary.

Mathematical Knowledge

- Children made significant gains in areas such as numbers and operations, pattern and 3-D shape recognition, and basic arithmetic skills (addition, subtraction, and number comparison) and computational thinking skills.

Literacy Skills

- An independent review of 45 studies, which included nearly 25,000 children between the ages of 2 and 8 years old, found that PBS KIDS media and resources increased children's early literacy skills, such as letter recognition, vocabulary development, and phonological and phonemic awareness.

Parental Empowerment

- Parents gained confidence in supporting their children's math and science learning through the use of RTL-funded resources.
- Families engaged more in science-related activities, strengthening learning bonds at home.

PBS KIDS Ready to Learn Launches Groundbreaking Educational Content in 2024



Detroit PBS Spotlight Event: Lyla in the Loop Premiere at Focus: HOPE

This year's Ready to Learn highlight was the Lyla in the Loop premiere at Focus: HOPE – Looping Families Together. The event introduced PBS KIDS' newest STEM character, Lyla, and offered an immersive, interactive environment to spark curiosity and creativity.

Interactive STEM Exploration

- Families participated in hands-on activities promoting creative problem-solving, engineering, and computational thinking.
- The event showcased how everyday experiences can relate to STEM concepts, making learning accessible for young minds.

Community Collaboration & Resource Accessibility

- Families received free literacy activity books and educational materials to support continued learning.
- Local partners provided additional resources, including free books and opportunities for preschool enrollment.



Through relatable stories, characters, and messages—and a production team that includes neurodiverse writers, animators, advisors, and voice talent—CARL THE COLLECTOR celebrates our differences and commonalities, showing that everyone has something unique to offer.



Designed for children ages 5–8, Tiny Time Travel helps young learners develop essential social language skills. The series focuses on understanding nonverbal cues, appreciating different perspectives, and effectively resolving miscommunications.



Lyla In The Loop introduces foundational computational thinking concepts through humorous misadventures and creative problem-solving. The series supports a diverse range of learners by modeling flexible approaches to designing solutions and exploring real-world AI tools in an age-appropriate manner.



Community

Educators & Schools

Partners

Fueling the Neighborhood Model: Community, Educators, & Partners

Detroit PBS' Neighborhood Model thrives through collaboration among educators, community partners, and families, ensuring our approach is rooted in each community's needs and strengths. Educators inform resources and training, partners expand access to tools, and families provide lived experiences that shape our efforts.

Our work in Brightmoor serves as a blueprint for lasting impact, proving that true change happens when families, educators, and community partners actively collaborate. The insights gained—building trust, tailoring resources, and creating sustainable learning ecosystems—guides our expansion into new communities.

Every challenge and success in Brightmoor strengthens our approach, refining strategies and deepening partnerships to support lifelong learning. By fostering early literacy, executive functioning, and social-emotional growth, we ensure every child, family, and educator has the support they need—starting in Brightmoor and growing neighborhood by neighborhood.

Detroit PBS' Neighborhood Model

Five Main Components

Through collaboration with educators, community partners, and families, Detroit PBS' Neighborhood Model fuels the Learning Ecosystem by supporting all of the adults in a neighborhood that surround the children so that they have access to high quality educational resources that inspire and ignite curiosity.



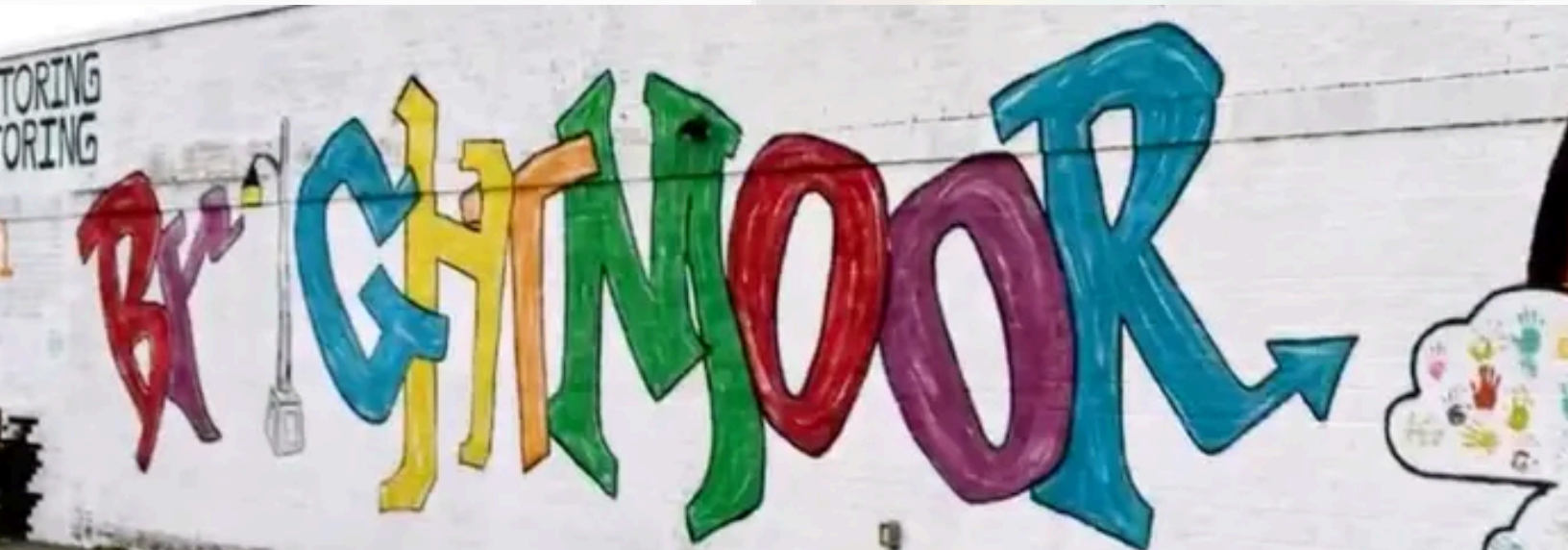
1. Family Engagement: Bringing families together through interactive events like Be My Neighbor Day and Looping Families Together and at virtual meetups, while providing enriching educational content like Work It Out Wombats and Read, Write, Roar! at our PBS Kids in the Neighborhood events to support early learning at home.

2. Community & School Partner Engagement: Collaborating with schools and community organizations to enhance learning opportunities through supporting activities such as workshops, summer camps, and after-school programs or participating in literacy events, seasonal kickoffs, and back-to-school events that connect families to essential resources and support.

3. Resource Distribution: Providing year-round literacy support through book distribution throughout the neighborhood, in schools and libraries, summer enrichment programs, and home-based learning centers like Squiggles & Giggles and the Nurse Family Partnership to ensure children and families have access to essential educational materials.

4. Professional Learning for Early Educators: Empowering early childhood educators and caregivers by offering professional development opportunities, such as Advancing in Your Early Childhood Career and Edcamps, to strengthen skills and improve educational outcomes for young learners.

5. Uplifting Community Stories of Impact: Celebrating the achievements of early learning champions through recognition events and storytelling initiatives while highlighting the resilience and strength of educators and community members through video content like The Joy, Hope & Strength of Brightmoor.



Brightmoor Stories: **Finding Joy, Hope, and Strength**

Launched in November 2024, our Brightmoor Stories series represents a pivotal milestone in our decade-long commitment to uplifting the Brightmoor community. This initiative showcases compelling narratives that capture the authentic voices and experiences of residents, reflecting the resilient spirit and vibrant culture of Brightmoor.

Each story not only highlights personal triumphs over adversity but also underscores a collective hope and determination that inspires us all. Through these heartfelt accounts, we celebrate the power of unity and perseverance, reaffirming our ongoing mission to honor and support the individuals who make Brightmoor such a unique and thriving community.



**Scan to watch
Brightmoor Stories**
and explore the heart
of the community

Bringing the **Neighborhood of Make-Believe** to Detroit

Moving Be My Neighbor Day to Eastern Market underscored our commitment to accessibility and community connection. The historic market—a cornerstone of Detroit culture—served as an ideal venue for families across the city to unite in a celebration of neighborhood unity. With over 651 attendees, the event showcased the deep enthusiasm and engagement of our community.

Daniel Tiger's special appearance and lively dance party created unforgettable moments of joy, while community vendors and educational stations offered essential resources and support to families, further reinforcing our mission to strengthen community ties.



Be My Neighbor Day!

GooseChase: Adventure at the Detroit Zoo

Detroit PBS and MLC partnered with the Detroit Zoo for a GooseChase Adventure, drawing over 1,000 attendees. GooseChase is an interactive scavenger hunt platform that turns exploration into a game, engaging families with technology-driven challenges.

Throughout the day, participants navigated Story Trails, tackled STEM activities, and completed Learn Everywhere challenges, all while embracing a spirit of excitement and discovery.



Community Baby Shower: Supporting Families from the Start

Detroit PBS and New Saint Paul Head Start hosted a Community Baby Shower, welcoming over 60 families with expectant or new parents.

Attendees received key resources on safe sleep, household safety (including burn and accident prevention), wellness visits, checkups, and early communication strategies using LENA.

Summer Community Engagement

During the summer, the Detroit PBS Education Team took an active role in supporting our community partners by immersing ourselves in their local events. We went beyond simple resource-sharing—hosting interactive, hands-on activities that brought learning to life.

By engaging directly with families, we not only promoted education beyond the traditional classroom but also fostered meaningful connections and inspired lifelong curiosity throughout our community.





Virtual Day of **Racial Healing**

For the third year, Detroit PBS participated in the W.K. Kellogg Foundation's National Day of Racial Healing by hosting a Virtual Day of Racial Healing, providing families with ideas for how to engage young children in community centered activities in honor of Martin Luther King Day.

PBS Kids in The Neighborhood Community Events

PBS KIDS In The Neighborhood is a dynamic community event series that transforms the trusted TV content many grew up with into interactive neighborhood celebrations for both children and adults. These events bring beloved characters and engaging activities directly to local spaces—from grocery stores and restaurants to parking lots—creating delightful surprises where families might not expect them.

In every setting, attendees discover furry friends, cheerful music, and valuable learning resources to take home, fostering joy, curiosity, and a sense of community.

“

"Detroit PBS KIDS go to McDonald's—I mean, some of the most unconventional places. They even go to gas stations and grocery stores, places where large numbers of families frequent. It's not just about partnerships with organizations; they're getting their word out by being right in your neighborhood. You might even pop into a gas station to get some gas and see Clifford the Dog hanging out inside. That's really cool."





National Recognition: U.S. Department of Education Family Engagement Tour

Detroit PBS KIDS was a featured stop on the U.S. Department of Education's Family Engagement Auxiliary Tour, showcasing our deep community ties and innovative approach to early learning engagement.



MIAEYC Annual Conference: Honoring Early Educators

Detroit PBS joined 2,100 early childhood educators at the MiAEYC Annual Conference in Grand Rapids. Partnering with Governor Whitmer, we once again declared April 21 as the Day of Infant, Toddler, and Preschool Professionals.

Attendees engaged with characters like Ryan the Lion and Wimee and received free educational resources to inspire young learners.



Exceptional Educators: Celebrating Classroom Heroes

This school year, the Detroit PBS Education Team celebrated outstanding educators through surprise visits, "Exceptional Educator" stickers, and social media features. Recognizing our educators is essential to uplifting their successes.



Professional Development: Detroit Zoo Professional Learning Day

The Detroit Zoo, in partnership with the Detroit PBS and other community organizations, hosted a Professional Learning Day for Early Learning Professionals. Eighty early educators engaged in immersive sessions showcasing innovative strategies for integrating nature-based learning into early childhood education. Supported by Michigan AEYC, MEEMIC and our generous Initiative Sponsors, the event empowered educators to connect classroom learning with the natural world.

Strengthening School Partnerships

In 2024, we introduced new initiatives, resources, and partnerships based on ongoing community needs evaluations. These enhancements strengthen our impact, accessibility, and connection, ensuring we continue to serve and adapt to those who rely on us.



Lesson 107

Bountiful Beaches and Devastating Dunes

English, Science

4th Grade, 5th Grade

Enhance your writing with figurative language as we explore Michigan's beautiful...

Read, Write, ROAR! Upper Elementary

In 2024, the Michigan Learning Channel expanded its literacy initiatives by launching "Read, Write, ROAR!" Upper Elementary, targeting 4th and 5th-grade students. This program offers engaging videos and activities designed to enhance reading and writing skills, hosted by experienced educators from across the state.

Students develop essential literacy skills such as metacognition, decoding, genre identification, figurative language, comprehension, and media literacy—all while engaging with Michigan's rich history, science, and culture. The program fosters critical thinking and analysis through diverse reading and writing opportunities, equipping students with strategies to navigate various genres and content areas effectively.

Read, Write, ROAR! in Macomb County

At McKinley and Carlson Elementary, families and students came together to celebrate literacy. Starting with 23 original families, engagement grew to 77 at McKinley and 95 at Carlson. The Read Anywhere Challenge inspired 149 students, and pizza dinners brought in 64 attendees, fostering a love for reading. Most importantly, 513 books were distributed, ensuring students had stories to inspire them beyond the classroom.



MLC Engagement Specialist In the Community

This year, our MLC Engagement Specialist engaged 6,089+ participants, bringing interactive learning experiences directly to K-5 students in schools and libraries across Metro Detroit.

- Read Alouds & Literacy Events – Our Engagement Specialist led engaging storytimes for thousands of young readers at schools and libraries, fostering a love for books.
- STEM ArchiTRECKS Tours – Hands-on STEM activities introduced over a thousand students to science concepts through fun, interactive exploration.
- Community and School Connections – Events across the region connected students, parents, and teachers with MLC resources, creating meaningful learning experiences.
- Teacher Professional Learning- In person and virtual opportunities.

Detroit PBS Kids Community Fellowship 2024 Southwest Detroit Cohort

The Detroit PBS Kids Community Fellowship 2024 Southwest Detroit Cohort empowers local leaders to build on the vital work already underway in our communities. By uniting schools, libraries, Head Starts, social service agencies, religious organizations, and more, the Fellowship tackles a common challenge—strengthening parent engagement through collaboration. As your local PBS station, we're dedicated to breaking down silos and supporting the critical work done with families. For this cohort, we share proven engagement strategies that connect parents to their communities.

Each organization nominates one leader who works with parents, and Detroit PBS selects up to 12 fellows for a transformative six-month journey to drive innovative programming and enrich the learning experiences of Detroit's youth.



**Felicitas Gonzalez
Membrillo**

*Great Start to Quality Assessor
Early Childhood
Investment Corporation*



**Roberto
Paredes**

*Family Ministries Pastor
Santos Church and Family Resilience
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*Director of Early Childhood Services
and Community Impact Black
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**Vernadette
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Brilliant Detroit*



**Tracey
Rucker**

*Community Life Service
Coordinator - CNI
The Community Builders Inc.*



**Elizabeth
Gonzalez**

*Congress of Communities
and Detroit Champions
of Hope*

Valued Partners: Strengthening Communities Together

Our community partners are vital to expanding quality educational experiences for students and families. Their contributions deepen our community ties and drive innovative initiatives.

To further these relationships, the PBS Education Team hosts a bi-monthly virtual Early Childhood Collaborative Partner Meeting on the first Friday of every other month. In these gatherings, partners preview upcoming PBS initiatives and share updates, creating prime networking opportunities that amplify our collective impact on education.



Engaged Detroit on the eastside of Detroit



Greater Grace Temple



Elias Bakery in the Brightmoor Neighborhood



Brightmoor's Brilliant Detroit Hub



Impact in Action: Evolving with Our Community's Needs

Building on our neighborhood model—designed to enhance adult-child interactions and connect caregivers and community partners—we continue to evolve our approach. The ongoing HighScope evaluation is gathering valuable caregiver insights on initiatives like virtual parent workshops and literacy nights, validating our model and identifying growth areas.

In 2024, we built on these findings by launching innovative initiatives—from immersive community events to new resource-sharing opportunities—underscoring our commitment to refining our programs and better supporting our community.

Measuring our Impact with HighScope

Detroit PBS partnered with HighScope to evaluate the Neighborhood Model and Read, Write, Roar (RWR), measuring their impact on caregivers, educators, and early childhood literacy. The findings show how Detroit PBS' community-driven approach fosters trust, boosts engagement, and connects learning between home and school, guiding strategies to better support families and expand access.



Detroit PBS Education Team and Highscope Team

“*They go to McDonald’s, grocery stores, even gas stations—anywhere families are. It’s not just about formal partnerships; they show up where we are, making learning part of everyday life.*”
 – Community Leader

Building Trust & Strengthening Partnerships

Through strong partnerships, Detroit PBS connects caregivers, educators, and community organizations, creating a shared network of resources that strengthen early education support systems.



95% of surveyed community leaders agreed that Detroit PBS fosters collaboration.

Meeting Families Where They Are

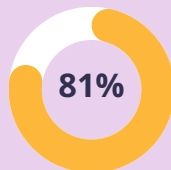
By providing learning materials in nontraditional spaces—such as grocery stores, gas stations, and restaurants—Detroit PBS ensures that caregivers can access educational tools in their daily routines, increasing engagement and usability.



92% of surveyed caregivers reported using Detroit PBS resources outside of school.

Impact on Literacy & Caregiver Confidence

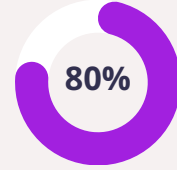
Parents and caregivers feel more equipped to support their children’s literacy development, with structured, easy-to-use resources like Read, Write, Roar booklets and QR-coded video lessons guided by Michigan-certified teachers.



81% of caregivers reported increased confidence in helping their child learn to read.

Community Leaders on Detroit PBS' Role

Detroit PBS raises awareness about early childhood education by highlighting the work of educators and providing recognition for their contributions, reinforcing the importance of literacy development in young learners.



80% of educators surveyed reported increased visibility for early childhood programs.



Scan the QR code to explore how Detroit PBS is transforming early childhood education through trusted partnerships, community engagement, and innovative literacy resources. Read the full HighScope evaluation report to see the data, insights, and stories driving real change.



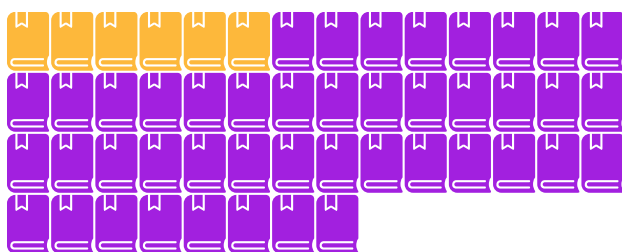
Reach and Engagement

At Detroit PBS KIDS and the Michigan Learning Channel, we are committed to engaging children, families, and communities through high-quality educational programming and interactive experiences. Our impact extends beyond the screen, reaching thousands through hands-on literacy initiatives, STEM activities, and community events. The numbers below highlight the powerful reach of our programs, showcasing how we bring learning to life for families across Detroit and beyond.

Attendees & Community Engagement



- THURSDAYS/PBS KIDS in the Neighborhood: **1,868+ participants**
- Be My Neighbor Day: **651+ attendees**
- Looping Families Together at Focus: HOPE: **477+ families engaged**
- Summer Partner Events: **3,083+ participants**
- Detroit Zoo STEM & Story Participants: **1,374+ participants**
- MLC Engagement Specialist Total Outreach: **6,089+ interactions**



Books Distributed

- Literacy Activity Books Distributed: **36,625+ books**
- Summer Activity Books Distributed: **3,000+ books**

Digital Reach

22,695

Average Monthly Michigan Learning Channel YouTube Views (up from 9,253 in 2022).

491,789

Yearly viewers on our local broadcast station (WTVS 56.5) for the Michigan Learning Channel (MLC).

1,267,965

Yearly viewers on our local broadcast station (WTVS 56.2) for Detroit PBS Kids

Digital Video Views: Sprout Social, YouTube Studio, and Domo. (2024), Nielsen. (Year). Live Broadcasts: Viewership Data for Detroit PBS Channels. [Dataset].



Stay in Touch!



Scan the QR code to find upcoming events, workshops, and learning experiences for families.



Join our network and gain access to exclusive collaboration opportunities, early event previews, and partner recognition.

Website:

detroitpbskids.org
michiganlearning.org
pbslearningmedia.org

Social Media:



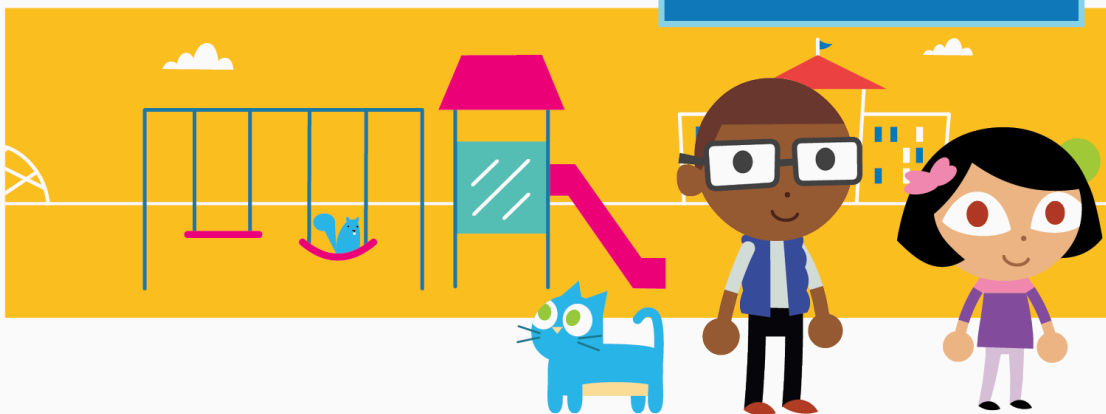
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KELLOGG
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for Public
Broadcasting

Donald & Mary Kosch

Together, We Make an Impact.



Thank you, Detroit. Thank you to our families, community partners, and funders—your trust, dedication, and support make everything we do possible. Every achievement in this report reflects the power of collaboration and a shared commitment to education. As we look ahead, we remain steadfast in our mission to inspire, educate, and engage—ensuring that public media continues to be a force for learning and connection in our community.

Because when we learn together, we grow together.