

MEDIA THAT MATTERS



Report to the Community
July 1, 2018 - June 30, 2019
Detroit Educational Television Foundation



Vision, Mission, Values

VISION

A community in which people trust public media to help them discover new ideas, make informed decisions and enjoy enriched lives.

MISSION

DPTV provides open access to trusted, balanced and inspiring content and fosters essential, enriching conversations, in partnership with our diverse, multicultural community.

VALUES

Trust

Act with integrity to maintain and build the confidence placed in us by our community.

Achievement

Develop and maintain high standards of performance and strive for continuous improvement to meet or exceed expectations.

Growth

Advance our staff's skills and our organization's capabilities in order to best serve our community.

Teamwork

Combine the knowledge and skills of our employees and partners to build solutions, achieve goals and foster shared success.

Creativity

Demonstrate openness to new ideas and collaborations through experimentation and risk-taking.

Service

Listen, understand and respond, so that every person who interacts with DPTV finds value.

Respect

Honor the diverse perspectives and unique contributions of all individuals.



Detroit Public Television

The Engagement Station

In April, Detroit Public TV held a community roadshow at City Covenant Church exploring a difficult subject – the kinds of trauma children in Detroit's Brightmoor and other neighborhoods encounter in their young lives – the realities of the poverty, violence and other injustices that surround them.

Staci Young was in the audience that day and, after hearing the children's stories, she was inspired to help them deal with that daily stress. She organized a yoga training session for children and their parents, handing out yoga mats and books free of charge.

That's Media That Matters – making a real difference in the lives of individuals, families and neighborhoods, by informing and connecting people with one another and actively working to build and foster involvement in the communities we serve.

There are many ways to measure public media's effectiveness. But we think what really counts is its impact in the community.

We are truly producing Media That Matters when:

- We teach parents how to emotionally connect with their young children
- We bring context and a sense of urgency to issues that matter to the people of our community
- We encourage residents of the Great Lakes to care for and preserve our precious water resources
- We offer a showcase for performers and foster a love of the arts

We do this through content that informs, educates and inspires – that tells the authentic story of Detroit and its people.

At the same time, we think of ourselves as The Engagement Station. We are out in the community, meeting people where they live, involving them in crucial conversations, hosting events that touch their lives and, in countless other ways, giving voice to their concerns, their hopes and their aspirations.

You may have heard us say this before: Detroit is the most important city in America.

At DPTV, we work every day to make it an even better place for all of us to live.



A handwritten signature in blue ink, appearing to read 'Hannan Lis'.

Hannan Lis
Chair
Board of Trustees



A handwritten signature in black ink, appearing to read 'Rich Homberg'.

Rich Homberg
President
and Chief Executive Officer



Who We Are

The Detroit Educational Television Foundation is a Michigan not-for-profit corporation that holds the non-commercial broadcast license for WTVS 56.1, DETROIT PBS KIDS 56.2, CREATE 56.3 and WORLD 56.4. The Foundation also manages WRCJ 90.9 FM, which is licensed to Detroit Classical and Jazz Educational Radio, LLC.

Detroit Public Television (DPTV) is Michigan's only community-licensed PBS station, operating entirely independent of any educational institutions or governmental entities. Its funding comes from the community it serves.

PBS and its member stations have been rated by the Marketing people as the most trusted institution in the nation for 16 consecutive years in an annual survey conducted by Marketing & Research Resources, Inc., on behalf of PBS.

Whom We Reach

With more than **2 million weekly viewers** on its four channels in Southeast Michigan and across Canada, DPTV is **the state's largest and most watched public television station, serving the most diverse public television audience** in America.

In addition, **DPTV registers another 250,000 digital video views monthly. WRCJ 90.9 FM reaches nearly 250,000 listeners each week** over the air or on digital devices.

Our Programming



56.1: The main channel, with trusted national and local programs • **56.2:** The new 24/7 Detroit PBS KIDS Channel
56.3: The Create Channel, "how-to" content • **56.4:** The WORLD Channel, a world of news and documentaries
WRCJ 90.9 FM: Classical music during the day and jazz at night

Where We Are

DPTV studios and executive offices are located in Wixom, MI. Its local journalism bureaus for One Detroit and Great Lakes Now are situated in the Detroit Historical Museum, and WRCJ 90.9 FM has its studios in the Detroit School of Arts.

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Photo Credit: Shazam



Your Ticket to the Arts

Detroit Public TV and WRCJ 90.9 FM strive to be the essential voice for arts and culture in the region. From “Masterpiece” to “Finding Your Roots” to “American Masters,” DPTV broadcasts more than 600 hours of arts-related programming each year. This includes celebrated national productions from PBS and locally produced programs, such as “Detroit Performs,” DPTV’s showcase for talented performers from the Detroit area. And WRCJ remains the only radio station in the region dedicated to offering classical and jazz music around the clock.

Studies have shown that people who are exposed to the arts through the media are three times more likely to attend a live performance. DPTV and WRCJ strengthen the local cultural community – in all its creativity and diversity – through innovative programming and strong advocacy for the arts.

As funding grows, our vision is to expand locally produced programming at WRCJ, producing more live performance features on “Detroit Performs” and enriching the arts-related content across all distribution platforms. In this way, DPTV will fulfill its role as a central convener and voice for the creative community in Southeast Michigan.



DPTV.org | WRCJfm.org | DetroitPerforms.org

DPTV
broadcasts
more than
600
hours of arts
programming
annually

PBS
is watched
by **86%**
of American
households



Media that Matters: Arts and Culture

"I'm a fan of Detroit Public Television, so I said that I'm going to work at getting the Detroit Youth Choir on public television because I think it would be just absolutely great for DYC's reputation. It paved the way for them to aim higher."

Rhonda Turnbull

Board member of the Detroit Youth Choir, which was invited on "America's Got Talent" after appearing on "Detroit Performs"

For the full story, visit
[DPTV.org/MediaThatMatters](https://www.dptv.org/MediaThatMatters)

The essential voice for arts and culture



WRCJ 90.9 FM Welcomes Peter Whorf

In March, **Peter Whorf** became WRCJ's newest classical music host, taking over the midday slot previously held by Chris Felcyn, who passed away unexpectedly last year. A Detroit native, Whorf holds a Bachelor of Music in Violin Performance from the Eastman School of Music and brings years of experience in classical music broadcasting, serving in management and on-air positions at stations across America. Longtime Detroit residents may remember his father, Mike Whorf, who hosted the popular "**Kaleidoscope**" program on WJR in the 1960s and 1970s.

Great Lakes Concerts

WRCJ added a new show to its Sunday morning lineup, "**Great Lakes Concerts**," a collaboration with WKAR in East Lansing and Interlochen Public Radio to showcase classical musical ensembles throughout Michigan. The series joins the existing statewide broadcasts of the Detroit Symphony Orchestra, which WRCJ originates approximately 10 times per season, from Midtown Detroit with Dave Wagner hosting.

Detroit Jazz on WRCJ-FM

It's almost impossible to play an influential jazz recording that doesn't include a musician from Detroit, and every night at 7 p.m. WRCJ switches from classical music to jazz to guide listeners through the history and heritage of this true American art form. On weekends, the emphasis is definitely on Detroit, starting Friday nights with "**Maxology with Maxine Michaels**" and continuing on Saturday nights with "**JazzFest Detroit with John Penney**." In addition, as the new fiscal year began, Penney produced a multi-part radio series tracing Detroit's jazz roots, WRCJ launched a series of live jazz events hosted by Michaels at Aretha's Jazz Café in Detroit's Music Hall and Linda Yohn joined the station hosting "**The Swing Set**" on Sunday nights.

Chris Felcyn Legacy Society

With his passion for public radio, veteran classical music host Chris Felcyn was committed to WRCJ's mission of encouraging participation and a greater appreciation of the arts. With support from the Felcyn family, WRCJ has established the **Chris Felcyn Legacy Society** to encourage people to offer a planned gift to WRCJ through their will or estate.

Learn more at WRCJfm.org/cflegacy.

Detroit Performs

Since 2011, DPTV's locally produced arts series, "**Detroit Performs**," has been heralding artists who are overcoming obstacles, collaborating in new ways or just following their muse down creative paths. Quite often, it's the first major media exposure for an artist or ensemble and it makes an impact. In 2016, "Detroit Performs" featured a segment on the Detroit Youth Choir (DYC). Fast forward to June 2019, and DYC took second in the final round of "America's Got Talent" on national television. See more about the story on page 6.

Going Social with Sphinx

Since 2001, Detroit Public TV has partnered with the **Sphinx Organization**, live-streaming and covering this renowned competition for young Black and Latinx string players. This past year Sphinx semi-finalist Anita Dumar created engaging, behind-the-scenes social media content on the Detroit Performs Instagram and Twitter platforms. Dumar used her insider's knowledge to post compelling interviews and spotlight moments that offered an opportunity to experience Sphinx from the perspective of those whose lives have been uplifted and forever changed by it.

WRCJ's digital streams increased by

42%

in FY19

71%

AGREE PBS STATIONS PROVIDE

EXCELLENT VALUE

TO COMMUNITIES



SOURCE: Nielsen NPOWER, 9/25/2017 - 9/23/2018, L+7 M-Su 8A-6A TP reach, 50% unil, 1+min, lower income=HH w/inc <\$25K, rural= City Sz C60, All PBS Stations.



A Trusted Source for Journalism

DPTV's local One Detroit journalists have established a new solutions-journalism model for covering news and important developments in our region, through immersive community engagement. The team is firmly rooted in neighborhoods that are often underrepresented in the media, meeting people where they work, live and pray to learn and understand the issues that matter most to residents.

Its weekly "One Detroit" show steps out of the studio and into the streets to capture the authentic stories of the city, bringing depth and context to complex issues, restoring trust in the media and providing citizens with much needed information.

One Detroit seeks to advance the unity of the region, while celebrating its diversity and capturing positive achievements as well as challenges it still encounters. Moving forward, it will intensify this effort by expanding coverage, creating a daily conversation on critical issues and serving as a platform for important policy discussions.

In this way, it strives to fulfill its vision to improve the quality of life for all members of the Detroit community by sharing impactful content and provoking conversations that reach the heart of critical issues.

One Detroit TV viewers increased by

12.5%
in FY19



IN
PUBLIC
TRUST

(16 YEARS STRAIGHT)

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2019



OneDetroitPBS.org



Media that Matters: One Detroit

“I wanted to help other families because I know what families are going through and they don’t know which way to turn, what to do. Watching the (American Black Journal/One Detroit) Roadshow, it was like a huge light bulb went off. Like, aha, I know what I wanted to do!”

Staci Young

Who organized a yoga event for families after hearing about the stresses facing community children at a DPTV Roadshow

For the full story, visit [DPTV.org/MediaThatMatters](https://www.dptv.org/MediaThatMatters)

Immersive community engagement



Are the Kids All Right?

After months of engagement with community stakeholders in Detroit's Brightmoor neighborhood, "One Detroit" and "American Black Journal" returned to City Covenant Church for an honest conversation with nearly one hundred residents and local partners for a roadshow about children's well-being. They discussed the problems and challenges their kids face on a daily basis, such as trauma and food insecurity, while also exploring the good work local residents and organizations are doing to create safe community spaces and to support parents and teachers in their crucial work.

The View from Islandview

The One Detroit initiative has expanded its connections with the Islandview neighborhood on Detroit's Eastside through a new community liaison, Robert Tompkins, who writes a blog, "The View from Islandview," covering young entrepreneurs creating local businesses, activists organizing anti-gun violence protests and other stories of people making meaningful contributions to life in this area near the Belle Isle Bridge. Tompkins has also begun appearing on "One Detroit" – with a video view of Islandview.

CDAD Community Conversations – Southwest Detroit

One Detroit has continued its collaboration with longtime community partner, CDAD (Community Development Advocates of Detroit), to explore the issues of significance to neighborhoods across the city and create content that meets their information needs. The team of journalists has held community conversations in Fitzgerald, North Corktown and Southwest Detroit with people from block clubs, nonprofits, local businesses, schools, environmental organizations and other groups of concerned residents. Issues raised included gentrification, safety, immigration and the importance of an accurate census. These discussions lead to in-depth, contextual coverage on "One Detroit."

The ABJ 50th Anniversary Gala

In February, "American Black Journal" celebrated half a century of incisive coverage of the African-American experience with a special 90-minute program taped at the Garden Theater in Detroit. It featured performances by artists, such as vocalist Jeannie Lyles and storyteller Satori Shakoor, and thought-provoking discussions with past hosts of the show and frequent guests, moderated by Pulitzer Prize-winning journalist and current host, Stephen Henderson. The evening's keynote speaker was Christy Coleman, CEO of the American Civil War Museum in Richmond, VA.

Mackinac Policy Conference

For the ninth year, Detroit Public TV not only livestreamed the crucial panels and talks at the Mackinac Policy Conference, its One Detroit reporters swarmed the island to bring the very best coverage and commentary on the issues under discussion. Managing Editor Christy McDonald anchored the news desk, providing insightful interviews with leading newsmakers. One Detroit contributors Nolan Finley and Stephen Henderson convened two sessions on the Detroit Regional Chamber's Detroit Civility Project, which brought together individuals from different backgrounds and beliefs to foster understanding and tolerance.

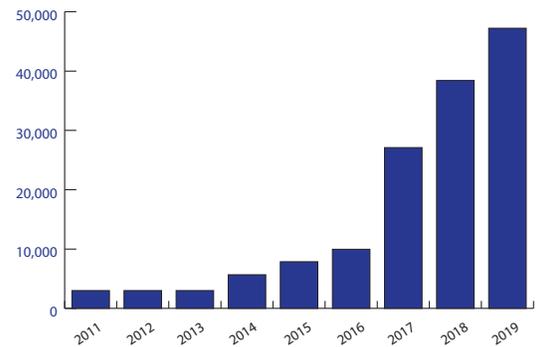


American Black Journal's digital views increased by

347%

One Detroit's video views of the Mackinac Policy Conference increased by

23%



Mackinac Policy Conference Video Views

AmericanBlackJournal.org



Preparing Kids for School and Life

Detroit Public TV is firmly committed to providing parents, caregivers and educators with the tools and resources they need to help children enter kindergarten ready for school and for life.

The Detroit PBS KIDS Channel, launched in 2017, provides high quality, curriculum-based educational programming 24 hours a day, seven days a week. It continues to be among the highest rated PBS KIDS Channels in the Public Broadcasting System, especially popular in diverse and economically challenged communities.

In addition, DPTV's Education team works closely with partners throughout Southeast Michigan to help ensure every child is supported by informed parents and caregivers and the best prepared professional educators. In addition, DPTV uses multiple media platforms to highlight the critical role of early childhood education in the success of students and our community.

The station's work earned a **2019 Governor's Service Award** by Gov. Gretchen Whitmer for serving as an Education Service Leader. In the months ahead, DPTV is expanding its grassroots community engagement in Brightmoor to Southwest Detroit and other neighborhoods throughout the region.



DetroitPBSKIDS.org

#1

Parents name PBS KIDS the most educational media brand for children

72%

OF ALL KIDS WATCHED PBS LAST YEAR

SOURCE: Nielsen NPOWER, 9/25/17 ñ 9/23/18, L+7 M-Su 6A-6A TP reach, 50% unif, 1+min., lower income=HH w/Inc <\$25K, rural=City Sz C&D. All PBS Stations.



Media that Matters: Early Childhood Education

“It allowed the families to connect with each other. A lot of them don’t know how to work with their children. And then they come and see us work with them. They said, ‘Oh, I can do that, too.’ ”

Kelley Williams

Lead facilitator of a Detroit PBS KIDS Ready Jet Go! family workshop

For the full story, visit
DPTV.org/MediaThatMatters

Detroit PBS KIDS — highest rated PBS KIDS Channel



A Brighter Day for Brightmoor

This year, DPTV's education team has directed much of its energy in Detroit's Brightmoor neighborhood, scheduling family fairs, educator professional development sessions, parent Pre-School U workshops and family learning activities. The results have been outstanding. Not only did DPTV learn much from the people in the community, the station's work was credited with changing community attitudes, giving families hope and energizing educators.

Empowering Educators and Families

In a move to help more families prepare their kids for school, DPTV began a **program to train early childhood educators, parent advocates and family support workers** on Pre-School U, its nationally acclaimed early childhood curriculum. Eight of those individuals went on to conduct Pre-School U workshops for more than 70 families in Detroit and Ypsilanti. Parents enjoyed the program so much that they recruited friends to join them at the sessions.

Respondiendo a la Necesidad

In Southwest Detroit, a large percentage of residents speak only Spanish. While a number of PBS KIDS resources are available in Spanish, Pre-School U was not. Through support and collaboration with partners in Southwest Detroit, **Pre-School U has been translated for Spanish-speaking audiences.** Another new addition to Pre-School U is a fifth workshop module, addressing health, nutrition and movement for young children, which was developed through the station's ongoing partnership with early childhood educators at Michigan State University Extension.

Evaluating Our Work

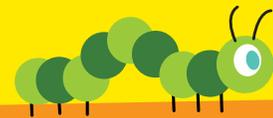
DPTV's education initiative took a big step forward, as three researchers at Michigan State University began measuring the impact of DPTV's work in the community. Dave Ewoldsen and Nancy Rhodes are experts in the psychology of media, while Fashina Aladé studies the impact of children's media. This eminent team is identifying long-term positive outcomes for children when Detroit PBS KIDS resources – on air, online and in person – are used to promote learning in high-poverty neighborhoods.

Bright by Text

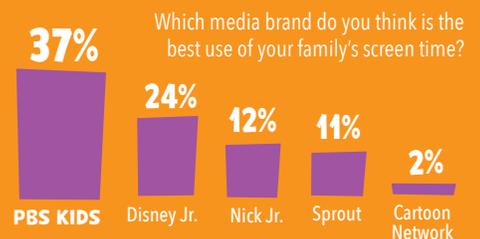
At Kids Club LIVE, Detroit PBS KIDS launched a new texting program, Bright by Text. This free service offers ideas for activities, games and well-being so parents and caregivers can be confident they are helping their child in the best way possible. Subscribers receive two or three messages a week, customized to the age of the child in their care. From time to time, DPTV also sends out notices of free neighborhood events that promote learning and encourage family fun.



Voted **#1** in public trust among national institutions for 16 straight years



PBS KIDS is the best use of families' screen time¹



1. Online survey of 1,004 parents of children ages 2-6. Maru//Matchbox, November 30 - December 15, 2016.



Your regional hub for critical Great Lakes information, providing insights into the world's largest supply of freshwater



Great Lakes Now and Forever

Detroit Public TV's Great Lakes Now initiative has established itself as a regional hub for news and information on the world's largest surface freshwater system and as a thought leader on important issues related to the lakes on both sides of the international border.

With a growing network of correspondents, public television stations and other media outlets contributing to coverage, Great Lakes Now provides in-depth, wide-ranging reports on subjects of importance for a region whose lives and livelihoods depend on the continued vitality of the Great Lakes: water quality, government policy, economic vitality, environmental justice, resource conservation, recreation and tourism.

With a monthly magazine-style television program and daily online reports at GreatLakesNow.org, this work is promoting a **basin-wide identity and sense of stewardship and responsibility** for the health of our shared freshwater heritage and future. Projects for the coming year include the development of a water literacy curriculum, which is expected to help build new partnerships and widen the distribution of Great Lakes Now programs and articles to classrooms and citizen organizations throughout the basin.



GreatLakesNow.org

**Great Lakes Now
Twitter
impressions
increased by**

112%

13 Public
media
stations
contributed to
or broadcast the
monthly series,
Great Lakes Now



Media that Matters: Great Lakes Now

“The role that public television has in keeping people involved and informed is very critical. Public television makes us aware, gets us to think. It’s putting information out there. Now, it’s up to us to decide what to do with that information.”

Victoria Ragland

A DPTV viewer who spoke after watching the Great Lakes Now documentary on PFAS contamination

For the full story, visit [DPTV.org/MediaThatMatters](https://www.dptv.org/MediaThatMatters)

Protecting our freshwater heritage



PFAS: The Forever Chemicals

Telling the stories of the people most affected by the **latest water contamination** crisis, the Great Lakes Now documentary, "The Forever Chemicals," takes viewers into homes, water treatment plants and the political arena to help foster understanding of the pollution and its toll. In an innovative reporting partnership with MLive Media Group, the film has aired on PBS stations and at events throughout the basin. The film has been accompanied by coordinated news stories published throughout the state, on MLive.com and on the GreatLakesNow.org website, where reporting on this issue continues.

New Monthly Show

After a successful series of documentary films, Great Lakes Now launched its **monthly magazine-style show** in April. Covering a range of issues, geographies and communities, the show is hosted by Ward Detwiler, a Michigan native who spends all the time he can on the water. The program is supported by a growing body of digital work, adding background and context to the on-air segments and allowing viewing of the video reports at any time on the new Great Lakes Now YouTube channel.

A Basin-Wide Effort

Because two Canadian provinces and eight U.S. states share coastlines along the Great Lakes, comprehensive coverage of issues and communities requires partnerships around the basin. More than **13 PBS-affiliate stations across 6 states** broadcast the series, producing segments for the show and contributing knowledge and expertise to coverage. That means audiences throughout the region are gaining a shared perspective to help celebrate and protect this freshwater resource.

Champions of Environmental Journalism

Great Lakes Now staff spoke to **hundreds of audience members at community events, academic conferences and program screenings** in dozens of settings this past year. Program Director Sandra Svoboda, along with One Detroit's Zosette Guir, presented about growing cooperative and multimedia efforts at the national Collaborative Journalism Summit in Philadelphia, and Svoboda helped conduct science communicator training at the annual International Association of Great Lakes Research conference in New York. Staff also presented at the Sustainable Brands 19 and Healing Our Waters events in Detroit and reached international visitors through the Global Ties program.

Award-Winning Great Lakes Coverage

Great Lakes Now received recognition from a number of sources over the past year. **Its content scored awards** in the local Emmy and the Detroit Chapter of the Society of Professional Journalists competitions. A grant from the Ravitch Fiscal Reporting Program at City University of New York helped fund the collaborative reporting of Great Lakes Now and the MLive Media Group on PFAS contamination. And Great Lakes Now News Director Natasha Blakely spent a week as a fellow with the Institute for Journalism and Natural Resources, where she learned more about regional water quality issues – sometimes while kayaking and fishing.

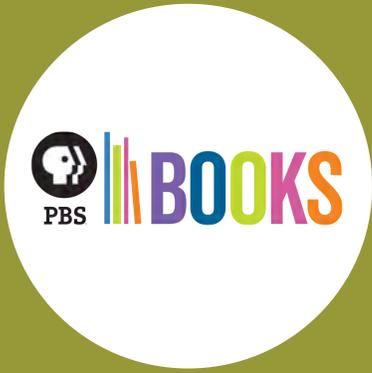
Great Lakes Now
receives visitors
from **181**
countries, all
50 states and
D.C.

PBS PROVIDES HIGH VALUE FOR TAX DOLLARS



Rate the value of these taxpayer funded services provided by the Federal Government.
Graph indicates "excellent" and "good"

SOURCE: Marketing & Research Resources, Inc. (M&RR), January 2019



PBS Books
reached
10 million
views in 2019



[PBSbooks.org](https://www.pbsbooks.org)

National Initiatives: PBS Books

Detroit Public TV continued its national campaign celebrating the love of books, with a special emphasis this year on connecting with readers across America through public libraries. Working in partnership with libraries, PBS Books – our national books initiative – conducted a dozen interviews with librarians to help develop a Library Engagement Stakeholder Survey.

The survey enjoyed an overwhelming response: Nearly one thousand library personnel from 44 states and Washington, D.C., participated. The results were clear: **America's libraries were eager to take advantage of PBS Books programs** and trust PBS Books as a partner.

Community hubs for the digital age, libraries are closely connected to America's readers and learners.

They serve as a gathering place for events and interaction and for the expression of ideas. Through its many programs, PBS Books gives them new and novel ways – video interviews with famous authors, topical booklists and screening events -- to reach out and engage the public.

In addition, PBS Books continues to provide impactful and innovative opportunities for local PBS stations nationwide.

Highlights of the year included:

- Partnerships with key public libraries around the country, among them: Detroit, Akron-Summit County, Charlotte Mecklenburg, Middle Georgia Regional, Miami-Dade, the Free Library of Philadelphia and St. Paul
- More than 300 screening events of PBS programs held by libraries for their patrons, including American Experience's "Chasing the Moon" and "Stonewall Uprising"
- Livestream coverage of major book events, including the Library of Congress National Book Festival, the Miami Book Fair and AWP Bookfair

National Initiatives: When I'm 65

What began as a national public television documentary, produced by Detroit Public TV, "When I'm 65" is now a national movement with robust online resources, tool-kits, local engagement events and a series of four new social media specials to help multiple generations of Americans navigate the financial demands of retirement.

DPTV extended its engagement efforts beyond the original public television documentary – with live events and a second half-hour special, focusing on women's finances.

The When I'm 65 initiative produced new videos for social media throughout the year, on important financial topics including "Making Your Money Last in Retirement," "The Rules of RMDs," "Getting a Head Start on Your Taxes" and "Staying Active in the Workplace."

It also offered presentations on site at the 25th Annual IPT Forum in Oklahoma City, distributing content from national financial experts, Michelle Singletary, Maddy Dychtwald, Kerry Hannon and others.



WHEN I'M 



WI65.org



Your Passport to Great Viewing

For its millions of viewers, PBS is the portal to quality programming, turning the TV wasteland into a wonderland of inspiring and informational content. PBS and its member stations scour the nation and the globe to find the very best work – whether drama, arts, public affairs, history, science or other worthy subject matter – which it presents for traditional broadcast, streamed on tablets and mobile devices or on our unique streaming service, DPTV Passport.

Antiques Roadshow – Detroit-Style

Last year “Antiques Roadshow,” the most popular series on PBS, made its second visit to the Detroit area in five years. It taped three episodes at magnificent Meadow Brook Hall on the grounds of Oakland University. The shows aired in January, leading off the new “Roadshow” season, and to mark the occasion, DPTV held a dinner and advanced screening at Meadow Brook. One of the highlights of the Detroit episodes is, as you might have expected, Motown memorabilia.

Gates to Family History

One of the DPTV’s most beloved shows, “Finding Your Roots” – hosted by Harvard scholar **Henry Louis Gates, Jr.** – has explored the fascinating, and often surprising, family sagas of a diverse array of influential and famous people over five seasons. This past year DPTV held a screening at the Detroit Public Library of an episode featuring Detroit’s own **S. Epatha Merkerson**, best known for her long-running role on “Law and Order,” followed by a panel of experts on African-American genealogy. A special treat: Two of Merkerson’s sisters were among the guests.

Masterpieces

For many people, PBS is synonymous with stirring drama, much of it part of the longstanding Masterpiece series. Still the ratings queen, “Victoria” returned for a third season this year, starring Jenna Coleman as the young but fearless monarch. She was joined by other popular Masterpiece heroes and heroines: Adrian Turner in “Poldark,” Shaun Evans as Inspector Morse in “Endeavour” and James Norton as the jazz-loving vicar in “Grantchester,” among many others.

Nonfiction Filmmaking

PBS has long been the home of documentarians, famous ones like Ken Burns and Stanley Nelson, as well as emerging masters of the craft. Their work appears on acclaimed series such as: “Independent Lens,” television’s major outlet for independent documentary films; “POV,” presenting bold contemporary filmmakers; and “FRONT-LINE,” specializing in investigative journalism. DPTV produces its own award-winning documentaries, which recently included “Mackinac – Our Famous Island,” “Detroit Designs the World” and “Making It: Latino Students’ Pathways to College,” as well as offering local independent films, like “48202,” “The Registry” and “Last Days of Chinatown.”



Please Volunteer to Volunteer – DPTV Needs You!

Detroit Public TV depends on its wonderful crew of volunteers to perform numerous key functions at the station and in the community – working at events like Kids Club LIVE, staffing the phones during on-air pledge drives and helping with clerical assignments and station projects, to name a few.

In return, they become respected and much cherished members of the DPTV family.

“I needed to stay active in retirement and wanted to give back to the community. I often watch the PBS pledge drives and thought it would be a good match for me. Turns out, I was right! Anyone who watches public television understands the quality programming it provides and the need for support from viewers. I have met so many nice people in such a short time and had a great time doing it!”

— Peggy VanSickle (pictured at right)

“I volunteer with DPTV because I love to help out and give back to my community. I believe giving back to others is the rent you pay back for your time on this Earth. It also makes me happy to work with a wonderful organization like DPTV that gives so much and brings so much joy to so many people.”

— Brian James



Please join us as a volunteer:
DPTV.org/Volunteer

Financial Results

Detroit Educational Television Foundation Fiscal Year 2019

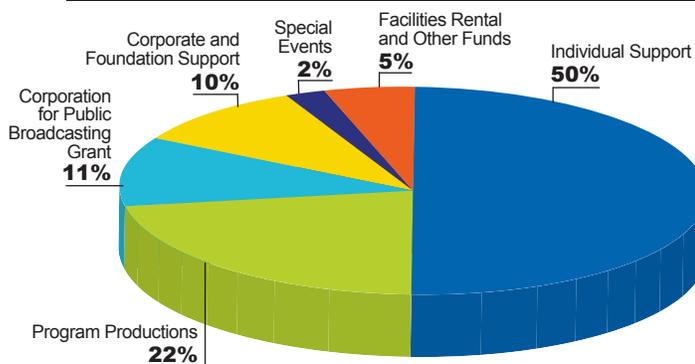
Statement of Activities

	Year Ended June 30	
	2019	2018
Changes in Unrestricted Net Assets		
Revenues		
Individual contributions	\$ 9,236,231	\$ 8,673,653
Local and national program productions	2,759,745	2,404,130
Corporation for Public Broadcasting grant	2,106,950	2,433,737
Corporate contributions	1,120,074	1,232,470
Facilities rental	488,094	566,246
Special events	403,589	405,128
Retail product sales	112,441	180,796
Foundation contributions	693,890	384,000
Investment income	152,336	170,458
Net assets released from restrictions	1,335,637	1,336,153
Miscellaneous income	63,956	199,324
Total revenues	18,472,943	17,986,095
Expenses		
Program services:		
Production and content creation	4,410,360	4,467,523
Broadcast	5,408,953	5,149,278
Engagement and outreach	1,067,015	946,641
Total program services	10,886,328	10,563,442
Supporting services:		
Fundraising	4,355,015	4,505,703
Administrative	2,742,534	2,745,826
Total expenses	17,983,877	17,814,971
Increase in net assets without donor restrictions	489,066	171,124
Changes in net assets with donor restrictions		
Contributions	1,514,086	1,175,317
Net assets released from restrictions	(1,335,637)	(1,336,153)
Increase (decrease) in net assets with donor restrictions	178,449	(160,836)
Increase in net assets	667,515	10,288
Net assets - Beginning of year	17,294,488	17,284,200
Net assets - End of year	\$17,962,003	\$17,294,488

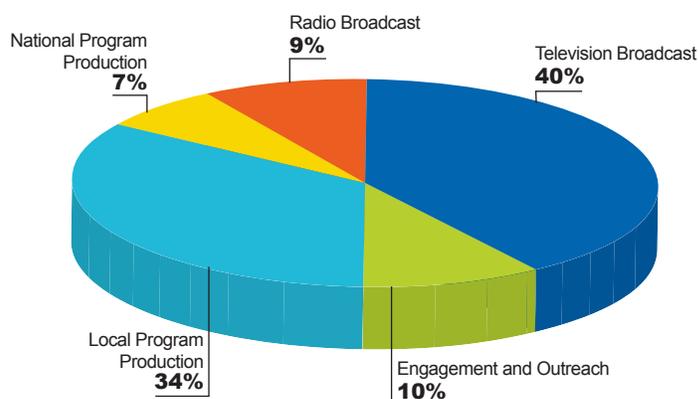
Balance Sheet

	Year Ended June 30	
	2019	2018
Assets		
Cash and cash equivalents	\$ 3,519,098	\$ 3,222,025
Investments	3,210,277	3,026,426
Accounts receivable, net	786,942	1,045,752
Pledges receivable, net	2,440,101	1,492,140
Inventory	23,208	34,840
Prepaid assets and other	210,780	209,015
Property and equipment, net	12,650,306	12,448,728
Other assets	1,084,542	1,202,954
Total assets	\$23,925,254	\$22,681,880
Liabilities and net assets		
Liabilities:		
Accounts payable	\$ 575,505	\$ 827,074
Accrued liabilities	1,359,238	1,125,519
Long term liabilities	4,028,508	3,434,799
Total liabilities	5,963,251	5,387,392
Net assets:		
Without donor restrictions	15,983,524	15,494,458
With donor restrictions	1,978,479	1,800,030
Total net assets	17,962,003	17,294,488
Total liabilities and net assets	\$23,925,254	\$22,681,880

Revenue Sources Fiscal Year 2019



Program Services Fiscal Year 2019



2018–2019 Awards

2019 Governor's Service Award

Education Service Leader

Association of Fundraising Professionals Greater Detroit Chapter

Neal Shine Award

Rich Homberg

President and CEO, Detroit Public TV

Society of Professional Journalists Detroit Chapter Excellence in Journalism Awards

Lifetime Achievement Award

Rich Homberg

President and CEO, Detroit Public TV

Local News Reporting – First Place
**“Youth Mentoring” at Islandview’s
Church of the Messiah**

Will Glover

Education Reporting – First Place

**Moving Costs at Detroit’s
Bethune-Fitzgerald School**

Bill Kubota

Environmental Reporting – First Place

Beneath the Surface:

The Line 5 Pipeline in the Great Lakes

Mary Ellen Geist

Ed Moore

General News Reporting – First Place

Returning Citizens to Work

Bill Kubota

Racial Justice Reporting – First Place

**American Black Journal Roadshow
African Americans: Telling Our Story**

Daphne Hughes

Stephen Henderson

Feature Reporting – Second Place

Detroit Designs the World

Jim Toscano

Ed Moore

Zosette Guir

Bill Kubota

Danny Gianino

Michigan Association of Broadcasters Broadcast Excellence Awards 2018

Best in Category News or Public Affairs Special
One Detroit

Best in Category Cultural & Performing Arts
Detroit Performs

Best in Category Special Interest

Making It: Latino Students’ Pathways to College

Best in Category Sports, - Outdoor or Recreation

The American Cycling League

Championship Games at the Lexus Velodrome

Best in Category Best Independent Producer
Great Lakes Great Tastes 2018

Merit Award News Special or Documentary

Beneath the Surface:

The Line 5 Pipeline in the Great Lakes

Merit Award Station of the Year

Detroit Public TV - WTVS

Merit Award Independent Producer

Under The Radar Michigan

Michigan Emmy Awards

Health/Science - Program/Special

Beneath the Surface:

The Line 5 Pipeline in the Great Lakes

Ed Moore

Mary Ellen Geist

Historic/Cultural - Program/Special

Saving the Willow Run Bomber Plant

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Tina Brunn

Chad Schwartzenberger

Politics/Government - Program/Special

Tapping the Great Lakes

Matthew Stinson

Chad Schwartzenberger

Mary Ellen Geist

Politics/Government - Program/Special

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