



Report to the Community
July 2019-June 2020
Detroit Educational Television Foundation

Your Media Partner

Mission, Vision, Core Values

MISSION

Educate, engage, entertain
and inspire through
the power of public media

VISION

Media anchor of a diverse
and connected community

CORE VALUES

Diversity
Engagement
Trust
Innovation
Excellence
Financial Sustainability



**Detroit
Public TV**

A Partner You Can Depend On



A blue ink signature of Hannan Lis.

Hannan Lis
Chair
Board of Trustees

What a year.

Our community has been ravished by a scourge we could not have imagined a year ago. Thousands have died; more have lost their jobs. Parents are scrambling to educate their kids. Strong voices for justice are reverberating in our communities and throughout the country.

But there is consolation to be taken in the people who have heroically treated the sick, brought food to the hungry and cared for our most vulnerable neighbors. The essential workers. The heroes.

At Detroit Public TV, we have done our best to contribute. We have worked with nonprofit organizations, citizen groups, compassionate individuals – to be the communications and engagement backbone of the community during the COVID-19 pandemic.

As you read the pages in this report, we hope you will join us in thanking our dedicated staff, board members, volunteers, donors and sponsors who have made this possible.



A blue ink signature of Rich Homberg.

Rich Homberg
President
and Chief Executive Officer

We have never been prouder of being part of a community-licensed public television station. We work every day – perhaps this year more than others – to be there when the community needs us.

At Detroit Public TV, it all starts with this mission – engaging, respecting and understanding the diverse communities of Detroit and Southeast Michigan.

That means not only being active in the community, learning about people and the lives they lead, but it also means asking them to partner with us – inviting them to serve on our boards and committees, to appear on our programs as guests or newsmakers and to guide us on what we need to know about their communities and how we can tell their stories most sensitively and effectively.

It's then, perhaps, not a surprise that ours is the most diverse audience in PBS, that we are a model of community engagement and that we were prepared to respond when a crisis struck.

At the same time, we will never stop striving to be better at serving the people who live here – in the Most Important City in America.

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 American people as the most trusted institution in the nation for 17 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, as well as having the most diverse public television audience in America.

In addition, DPTV attracts more than 470,000 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 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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DPTV's arts and culture coverage features special events, local performances and conversations with the creative community. **View all the arts action on [DetroitPerforms.org](https://detroitperforms.org).**

A Partner in Performance During the Pandemic

PBS has long been known as the world's largest stage. With more than 600 hours of annual arts and cultural programming on Detroit Public TV, the arts have unified communities, represented diverse audiences and connected us through a shared understanding and passion for dance, music, theater and more.



Keeping the Arts Alive Through COVID-19

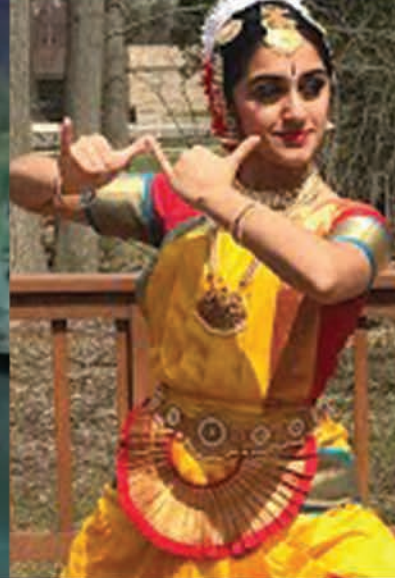
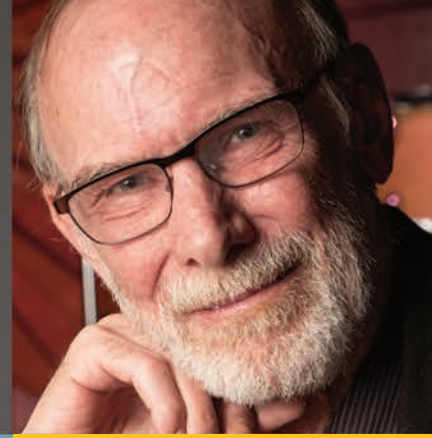
This year, that sentiment was truer than ever before with Detroit Public TV and WRCJ 90.9 FM amplifying the healing power of the arts throughout the COVID-19 pandemic. As the coronavirus silenced arts venues, crippled smaller arts organizations and left audiences yearning for hope and a place of refuge, DPTV and WRCJ were able to provide arts organizations a platform to connect with and comfort audiences from afar – all with the goal of filling theaters and venues when the crisis ends.

In the face of the pandemic, the DPTV team started making phone calls, reaching out to arts organizations to ask if they had recordings that could be aired on our television, radio and digital platforms. Soon there was so much content that DPTV launched a second weekly "One Detroit" show focused on arts and culture, airing on Monday nights, it was a remarkable success – as of fall 2020 it frequently ranks among DPTV's most-viewed shows overall. This program has created an opportunity to open conversations about arts and culture, sharing a fascinating window into the artistic process during a time of historic upheaval.

Stepping Up for the Arts Community

With the concert halls, art galleries and museums closed in the interest of public health and safety during the health crisis, the station quickly mobilized to help local arts organizations present content digitally, giving viewers a front-row seat to the healing power of the arts during a time when it was so desperately needed. DPTV launched several innovative partnerships including: sharing the Penny Stamps School of Art and Design's signature lecture series online, piloting a new web series "Arts Engines with Aaron Dworkin" and launching "Michigan-Made Music" daily on WRCJ.

These partnerships – and many others – helped key Detroit organizations maintain their relevance to supporters even as their traditional events were cancelled. It worked, judging by the number of audience members who told us how much this programming meant to them and made them feel connected to the culture and pulse of the city even as they had to stay home.



150

DPTV
livestreamed
more than 150
hours of
original arts
programming.



Celebrating Diversity Through the Arts

A commitment to diversity is central to DPTV's mission, and the station was proud to amplify and celebrate the rich diversity of our region this year.

DPTV once again collaborated with the Sphinx Organization on its annual celebration of diversity in the arts with livestream and broadcast coverage of SphinxConnect and the 23rd Annual Sphinx Finals Competition Concert, which offers young Black and Latinx classical string players a chance to compete for recognition and cash prizes and to perform with world-class musicians.

Similarly, DPTV partnered with the Charles H. Wright Museum of African American History on a weekly livestream series offering inspiring lectures and performances from the museum's archive of performers, speakers, authors and dignitaries from across the African diaspora as part of its efforts to explore, understand and celebrate the rich cultural legacy of African Americans.

And Even More from 2019-2020:

- DPTV celebrated its 10th season of the weekly show "Detroit Performs," which highlights a wide array of Michigan-based artists. This season included fascinating profiles of Arab American artists, as well as updates from the arts community and virtual performances of all genres.
- DPTV and the Detroit Symphony Orchestra partnered to produce a six-part documentary series "Orchestra Hall – A Centennial Celebration" in honor of the 100th anniversary of the acoustical masterpiece.
- DPTV honored its country roots with the Detroit Country Music event, featuring live performances by more than 40 local musicians, discussions about Detroit's country music history and a screening of highlights from the Ken Burns documentary "Country Music."
- WRCJ's jazz host Maxine Michaels presented "Max at the Music Hall," a series of live jazz concerts from the Aretha Jazz Café.
- New to WRCJ's weekend lineup from 7-9 p.m. is Linda Yohn, who hosts "Sunday Swing Set" of jazz standards.
- John Penney, veteran WRCJ jazz host, produced a half-hour documentary and a 13-part radio series, "Detroit Jazz City."

170k
WRCJ had more than
170k unique digital listeners



DPTV.org | WRCJfm.org | DetroitPerforms.org



One Detroit provides community-based, award-winning coverage of the issues that matter most to the public we serve. **Watch full segments and additional reports on OneDetroitPBS.org and AmericanBlackJournal.org.**

The Community's Journalism Partner

As Detroit and Southeast Michigan grappled with unprecedented issues, the journalists and producers of Detroit Public TV demonstrated more than ever the importance of the station to our community.

We became the trusted source for news and information about public affairs and the pandemic, issues of race and issues of equity, education and the economy. DPTV stepped up to the challenge when the public needed us most.

Crucial News for Navigating the COVID-19 Pandemic

Since its earliest days, Detroit Public TV's One Detroit Bureau has embedded itself within the community, developing strong partnerships and deep connections with residents. Through this nationally recognized model of solutions journalism and community engagement, DPTV has uniquely positioned itself as the leading media beacon to help the public navigate the pandemic raging through the city with timely and essential news and information.

Working virtually, the One Detroit team conducted courageous conversations with health experts, small business owners, public officials, civic leaders, performers and educators, as well as the everyday people who serve on the frontline of this crisis. These interviews were posted daily on the OneDetroitPBS.org website and broadcast on DPTV's two locally produced news and public affairs programs, "One Detroit" and "American Black Journal."



OneDetroitPBS.org

1MM One Detroit had more than 1 million views on-air and online last year.



American Black Journal 

 Detroit Public TV

AmericanBlackJournal.org



Serving as the Community's News Channel

We didn't stop there. As the COVID-19 situation worsened, DPTV became the media partner for the 30-plus organizations of the COVID-313 Community Coalition for Families and Students, which was formed to answer Detroiters' urgent questions on how to find childcare, how to ensure the health and safety of their families and other essential, often life-saving information.

With the use of DPTV's multiple platforms, the coalition has held weekly virtual townhalls focused on supporting families during the coronavirus outbreak, and to ensure accessibility, ASL, Spanish and Arabic translations are provided. When George Floyd was murdered and the streets of the city roiled with protest, the town halls pivoted to matters of social justice, with profound and poignant discussions of the history and persistence of racism and anti-black violence.

At last count, the town halls have been viewed nearly 100k times online and through social media.

Exploring and Understanding Our Diverse Communities

With one of the most diverse newsrooms in the industry, One Detroit is uniquely qualified to cover one of the nation's most diverse communities. Its team has not shied away from tackling the thorniest and most pressing issues of race relations. We meet regularly

with community leaders to learn what is on the minds of the people in their neighborhoods and to provide a platform for Detroiters to provide authentic perspectives and unique insight around One Detroit's important coverage of local issues. It leads to fact-based, street-level reporting on stories that are not to be found elsewhere.

Now in its 51st year, "American Black Journal" is the nation's longest running news show on the African American experience. This year, after lively, open-ended conversations with the station's Community Advisory Panel and others, the show's producers have offered more on-location coverage and deeper engagement, especially with a younger audience, around provocative and timely issues.

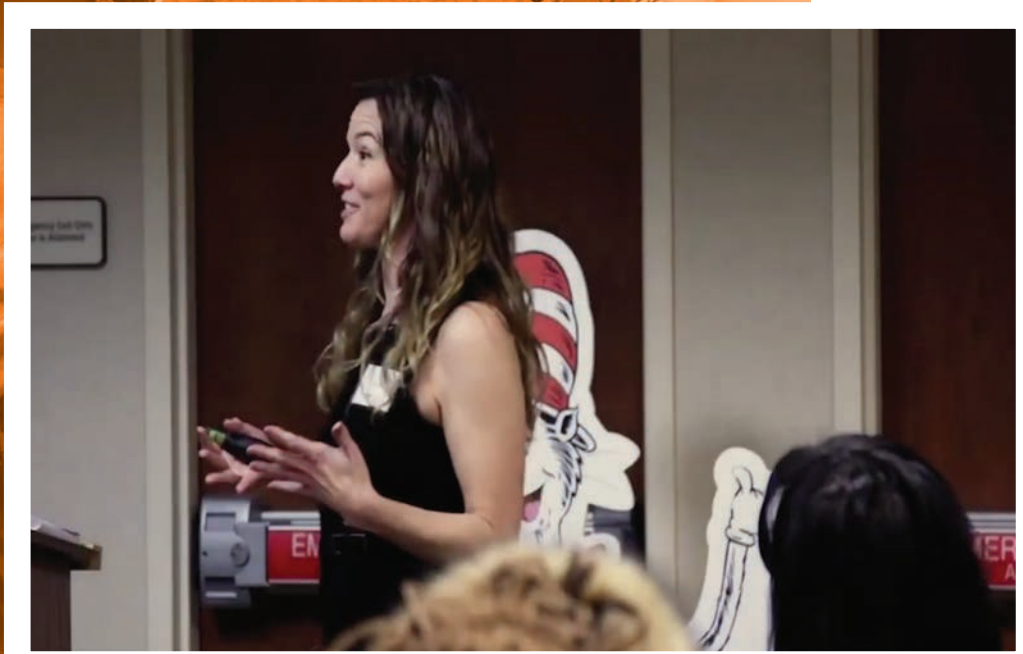
And when COVID-19 forced us to abandon a live event planned around the national PBS series, "Asian Americans," we gathered a panel of representatives from a large cross-section of the Asian American cultures who call our region home to help us transform what we had planned into a virtual event. They provided insight, guidance and an authentic perspective about the history, character and aspirations of these diverse peoples. More than 400 people participated in the digital conversation, nearly four times the number we could have physically accommodated at the live event.

And Even More from 2019-2020:

- One Detroit conducted a series of listening tours with voters around Metro Detroit, hearing their concerns and shaping election coverage accordingly.
- DPTV produced a series of compelling programs and ongoing engagement on the urgent topic of youth suicide with Kevin's Song, The Children's Foundation and other community partners.
- DPTV forged a partnership with the Detroit Free Press to support our mutual commitment to arts and culture during the pandemic by sharing content and programming initiatives.
- DPTV collaborated with the University of Michigan Wallace House, producing a video introduction and carrying the livestream of an appearance by Nikole Hannah-Jones of The New York Times acclaimed "1619 Project."

One Detroit and American Black Journal increased their reporting efforts to produce more than 140 exclusive interviews covering the community's response to COVID-19.

140



Detroit's Education team engages the adults around children through teacher and family workshops and resources. Explore a trove of resources at [DPTV.org/Education](https://www.dptv.org/education).

Partners in the Education of Our Youth

When the COVID-19 pandemic closed schools throughout the state in March, it fell to parents to suddenly take charge of their children's education and turn their homes into classrooms.

Fortunately, they had an important ally – Detroit Public TV. It has been public media's historic mission to ensure that all kids, regardless of their capabilities or backgrounds, have access to continuing, free educational resources at home or wherever else they are cared for.

That commitment has never been so critical as during this crisis.

Helping Kids Learn During COVID-19

DPTV moved swiftly to mobilize Detroit PBS KIDS programming and its rich trove of education materials – all of which are curriculum-based and teacher-tested – to the aid of parents, day care providers and everyone else supervising the remote learning of children.

In an unprecedented move, DPTV revamped the schedule of its main channel (56.1), devoting it throughout the day to educational programming in blocks of content aligned with curriculum goals and geared to specific age groups – early childhood, middle school and high school.

In addition, DPTV began planning the implementation of the Michigan Learning Channel, a network of all the state's public television stations providing classroom-style instructional content to every household in Michigan over the air or online. It has been developed and endorsed by leading educators and organizations as a way to bridge the digital divide.

It Takes a Community to Educate a Child

DPTV has worked in concert with an inspiring coalition of partners to respond nimbly and sensitively to support families and students during the pandemic. The Education team met every day at noon via Zoom with educational leaders, teachers and parents, seeking their advice and input on the best ways to serve the educational needs of the community. Many voices were heard, great ideas were shared – all in the cause of learning.

The result was the Detroit PBS KIDS Daily Newsletter, delivered to thousands of homes in Michigan. Each newsletter was brimming with new learning resources, grade level activities and information for parents and teachers, as well as fun extra sections like special events, physical activity ideas and things to make parents smile.

Parents and teachers told us that DPTV support has been invaluable, and the numbers agree. Since the pandemic began, Detroiters have been accessing PBS KIDS digital products at four times the normal level, more than any other public television station in the country. There have been more than 6.5 million monthly video views on PBS KIDS digital platforms with especially strong usage in minority communities.

#1 Parents name PBS KIDS the most educational media brand for children.

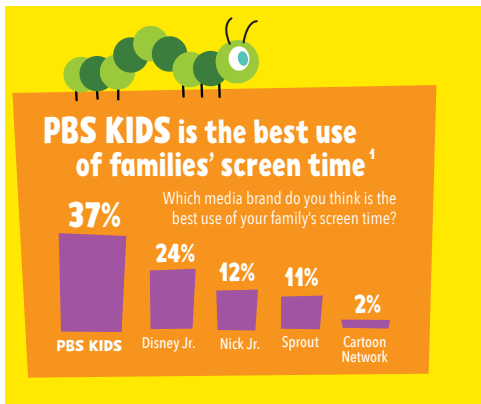


We see an average of 6.5M streams of Detroit PBS KIDS digital content each month.



60

Detroit Public Television was founded more than 60 years ago to serve community needs in education.



1. Online survey of 1,004 parents of children ages 2-6. Maru//Matchbox.

Serving the Educational Needs of Our Diverse Communities

During the previous two years, the Education team rolled out a pilot program of its Pre-School U workshops and other educational services in Brightmoor, an underserved and primarily African American neighborhood in Detroit. It was loudly praised by happy families and educators alike. With the new year, DPTV also moved into Southwest Detroit, aligning with Starfish Family Services to serve both English and Spanish-speaking families. With COVID-19, the workshops moved online and were conducted in both languages simultaneously. One virtual workshop series alone served more than 70 families; face-to-face, that workshop would have served fewer than a dozen parents.

The station was also active in areas outside the city, expanding its services for families in Pontiac, Warren and other high-needs communities. Partnering with Great Start Collaboratives allowed DPTV to serve hundreds of families in the tri-county region representing a wide variety of ethnic groups and English language learners. One virtual learning workshop, for example, held during the pandemic, engaged more than 350 families.

Education is in the station's DNA. Especially this year, Mr. Rogers would have been proud.

And Even More from 2019-2020:

- DPTV Education conducted four EdCamps prior to the start of the 2019-2020 school year with educators throughout Metro Detroit.
- DPTV's education work was recognized by Governor Whitmer with the Governor's Education Service award in ceremonies at the Michigan Opera Theatre in September.
- DPTV was cited for Overall Excellence in Education by NETA, the National Educational Television Association, with special praise for its neighborhood-based approach to learning.
- The W. K. Kellogg Foundation committed two years of funding to DPTV to take the neighborhood model developed in Brightmoor to neighborhoods on the east side of Detroit.



DetroitPBSKIDS.org



Great Lakes Now is your comprehensive source for environmental, cultural and economic stories. **Watch full segments, episodes and more at GreatLakesNow.org.**

Partners in Our Freshwater Heritage

Housed at Detroit Public Television and collaborating with PBS stations, media outlets and other partners across the region, Great Lakes Now (GLN) serves as a regional hub for news and information about the Great Lakes and drinking water. With daily news stories posted on its website, a monthly show broadcast on dozens of PBS stations and freely available online, educational lesson plans and community events, GLN provides residents with accessible, important information about the environmental and economic health of the Great Lakes.

Great Lakes Now's Pandemic Pivot

During the COVID-19 pandemic, Great Lakes Now played an essential role in the lives of many across the region by providing news, education and entertainment about all things Great Lakes during a time of social distancing, travel restrictions and stay-at-home orders.

True to its goals of inspiring environmental stewardship among a new generation, GLN stepped up to help educators, families and students through multimedia distance learning and remote teaching resources. GLN produced a virtual field trip, which allowed students to learn about the significance of coastal wetlands while engaging with the world around them from the safety of their homes.

In addition to regular coverage of Great Lakes news, GLN provided COVID-19 specific updates and content across all platforms including the monthly program, website and multiple social media channels. Throughout the pandemic, the team continued to produce the monthly show remotely, with the May 2020 episode focused on the ramifications of COVID-19, relying primarily on virtually produced content and interviews.

Engaging Our Regional Community

DPTV is a community-driven organization, engaging and broadening our audience through partnerships with key stakeholders and partners. The Great Lakes Now team attended 42 in-person events last year, with 22 additional virtual appearances during the pandemic's first four months.

During the 2020 Thunder Bay International Film Festival, "Great Lakes Now" host Ward Detwiler and Program Director Sandra Svoboda spoke at the gala opening, screened show segments and the Emmy-winning "The Forever Chemicals" documentary on PFAS contamination and led a discussion of the film with the audience and a state legislator.

Educational engagement is a key component of GLN's community outreach, including participation in the 2020 Social Impact Day for the University of Michigan's Great Lakes Theme Semester, attendance at the 2020 Michigan Science Teachers Association annual conference, seven online teacher-focused conferences during the pandemic and mentorship of seven journalism, production and broadcast interns.



The monthly 'Great Lakes Now' series aired across the Great Lakes Basin 556 times last year.

556



Embracing the Diversity and Character of the Great Lakes Community

GLN offers in-depth coverage of issues affecting the lakes, while capturing the character, diversity and culture of the communities that depend on them. As a trusted provider of news and information, its stories of life in the region instill a basin-wide identity, fostering a greater understanding of our shared freshwater heritage. GLN has a sustained track record of solid reporting on a wide range of topics, including those of indigenous communities, day-to-day life on Great Lakes islands and environmental justice. The three-part series “Conflicted over Copper” tells, in part, the story of how Chippewa and Ojibwe tribes are fighting against proposed copper mines in the

Boundary Waters and Lake Superior watersheds to preserve the cultural and religious significance of the area for future generations.

Since its April 2019 launch, the monthly “Great Lakes Now” series broadcast reach has grown significantly, with distribution by 29 public television stations in seven U.S. states and Canada to an estimated 1.3 million viewers to date. An extensive network of binational partners regularly contribute content to GLN, ensuring that the show fully represents geographic, racial and cultural diversity.

And Even More from 2019-2020:

- GLN produced a collection of 28 lesson plans for middle schoolers, along with a three-part virtual field trip to coastal wetlands, which are all freely available at GreatLakesNow.org, on PBS Learning Media and Discovery Education.
- GLN collaborated with numerous other nonprofit media to report and produce “From Rust to Resilience: What climate change means for Great Lakes cities.”
- GLN has joined a new media collaboration to cover climate change and drinking water safety and affordability in partnership with Bridge Michigan, Circle of Blue and Michigan Radio.

475%

Great Lakes Now increased its digital video views by 475% in FY20.

2.4MM

Great Lakes Now had more than 2.4 million views in FY20 on-air and online.

"It was a wonderful evening! Thank you Il Volo for meeting with us and thank you Detroit Public Television for your hospitality! DPTV is the greatest."

Elaine Drewek, via Facebook



National Initiatives

Il Volo 10

This year, DPTV's national production unit delivered its sixth PBS special featuring Il Volo, the popular Italian trio, produced live in concert from the ancient city of Matera, Italy. The program, which celebrated the group's 10th anniversary on PBS, was among the highest grossing fundraising music specials for PBS and carried by over 90 percent of PBS stations nationwide. DPTV is also one of PBS' go-to producers for pledge breaks, used across the country.

IL VOLO

PBS Books

PBS Books is a national initiative produced by DPTV, which was developed to foster a community of people engaged in unique literary experiences that spark curiosity, promote dialogue and inspire learning. Over the past year, PBS Books created a nationwide Library Engagement Program, connecting libraries with local PBS stations and national series, including "Ken Burns Country Music" and "Chasing the Moon." In response to the COVID-19 pandemic, the PBS Books team also created a series of virtual events and author talks, making content available to viewers through online events as well as PBS Books Storytime – a social media read-aloud series for kids and families across the country living through quarantine.



Easy Money with Murray Feldman

As part of "When I'm 65," a national initiative on retirement planning and education, DPTV produced "Easy Money with Murray Feldman," a series of 30-minute broadcast specials, providing viewers with expert advice and awareness on financial issues. The series, produced in partnership with the Investors Protection Trust, addresses financial topics, including saving for retirement, women and finances, millennials and money, and financial fraud for senior and investors of all ages.



Our New Strategic Plan Sets a National Standard for Local Media

It's a pivotal time for Detroit and Detroit Public Television. All of us at DPTV and WRCJ are working tirelessly to provide the content and engagement this community deserves. We have come a long way since our last strategic plan was drafted five years ago.

Then, we were primarily seen as a platform for national programming. Now, we are a major force in regional journalism, with our One Detroit and Great Lakes Now bureaus. Our PBS KIDS team has earned national recognition for bringing PBS learning resources to the community through workshops, events and engagement.

We have become an essential convener and showcase for local artists and performers. We have set a standard for diversity – on our content team, in our coverage and in the audience we attract.

As we look ahead to the next five years, DPTV is uniquely positioned to cultivate regional unity through local content, trusted journalism, educational programming and resources, and community engagement. To that end, we developed an aspirational yet realistic strategic plan, which will serve as our roadmap to success.

The strategic plan goals will create a station poised to be a media leader in Southeast Michigan and a recognized national benchmark. The fast-changing pace of the media landscape will continue to inform our strategies as the organization focuses on being the most trusted media organization and community engagement provider in the region. The four strategic initiatives supporting this plan focus on: 1) building impact for kids, 2) scaling journalism and community engagement initiatives, 3) building the brand and 4) creating diverse and robust revenue streams.

Strategic Plan Goals



Financial Results

Detroit Educational Television Foundation Fiscal Year 2020

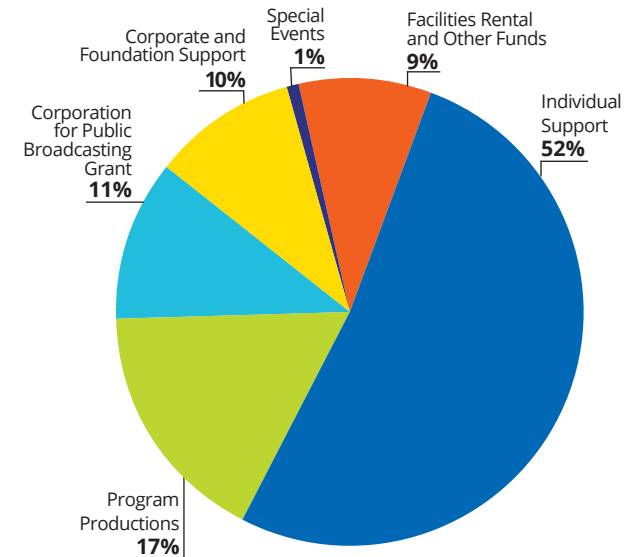
Statement of Activities

	Year Ended June 30	
	2020	2019
Changes in unrestricted net assets revenues		
Individual contributions	\$ 9,519,754	\$ 9,236,231
Local and national program productions	1,655,231	2,759,745
Corporation for Public Broadcasting grant	2,076,954	2,106,950
Corporate contributions	1,022,797	1,120,074
Foundation contributions	625,380	693,890
Facilities rental	390,170	488,094
Special events	215,307	403,589
Retail product sales	122,968	112,441
Investment income	17,585	152,336
Paycheck protection program	808,777	
Miscellaneous income	299,171	63,956
Net assets released from restrictions	1,460,579	1,335,637
Total revenues	18,214,673	18,472,943
Expenses		
Program services:		
Production and content creation	4,315,988	4,410,360
Broadcast	5,246,044	5,408,953
Engagement and outreach	1,018,864	1,067,015
Total program services	10,580,896	10,886,328
Supporting services:		
Fundraising	4,470,784	4,355,015
Administrative	2,546,225	2,742,534
Total expenses	17,597,905	17,983,877
Increase in net assets without donor restrictions	616,768	489,066
Changes in net assets with donor restrictions		
Contributions	1,644,961	1,514,086
Investment income - net	(1,145)	3,551
Net assets released from restrictions	(1,460,579)	(1,339,188)
Increase (decrease) in net assets with donor restrictions	183,237	178,449
Increase in net assets	800,005	667,515
Net assets - beginning of year	17,962,003	17,294,488
Net assets - end of year	\$18,762,008	\$17,962,003

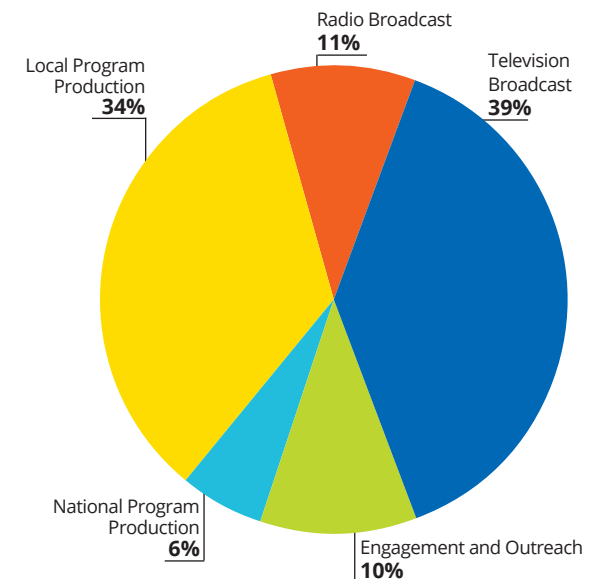
Balance Sheet

	Year Ended June 30	
	2020	2019
Assets		
Cash and cash equivalents	\$ 5,598,196	\$ 3,519,098
Investments	3,271,186	3,210,277
Accounts receivable, net	607,876	786,942
Pledges receivable, net	1,780,871	2,440,101
Inventory	25,560	23,208
Prepaid assets and other	186,588	210,780
Property and equipment, net	13,905,451	12,650,306
Other assets	962,579	1,084,542
Total assets	\$26,338,307	\$23,925,254
Liabilities and net assets		
Liabilities:		
Accounts payable	\$ 964,269	\$ 575,505
Accrued liabilities	1,331,426	1,359,238
Long-term liabilities	5,280,604	4,028,508
Total liabilities	7,576,299	5,963,251
Net assets:		
Without donor restrictions	16,600,292	15,983,524
With donor restrictions	2,161,716	1,978,479
Total net assets	18,762,008	17,962,003
Total liabilities and net assets	\$26,338,307	\$23,925,254

Revenue Sources Fiscal Year 2020



Program Services Fiscal Year 2020



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.



2019–2020 Awards

view all our awards at DPTV.org/Awards

2019 Governor's Service Award *Education Service Leader*

2019 NETA Award For Excellence in Education *Education Service Leader*

Michigan Emmy Awards

Health/Science – Program/Special

Great Lakes Now: The Forever Chemicals

Ed Moore
Sandra Svoboda
Rob Green

Documentary/Historical

Mackinac – Our Famous Island

Oliver Thornton
Matthew Stinson
Tina Brunn
Chad Schwartzenberger
Bob Berg
Daniel Alpert
Ivory Tree Media, LLC/WTVS

Historical/Cultural – Program/Special

Orchestra Hall A Centennial Celebration: Silence And Sound

Oliver Thornton
Matthew Stinson
Tina Brunn
Chad Schwartzenberger
Bob Berg
Daniel Alpert
Ivory Tree Media, LLC/WTVS

Society of Professional Journalists Detroit Chapter Excellence in Journalism Awards

Television

Automotive Reporting

One Detroit: Rivian

First Place
One Detroit Team

Community/Local News Reporting

Great Lakes Now: Fatbergs

First Place
Rob Green
Matt Ilas
Bill Kubota
Will Glover

One Detroit: North Corktown

Second Place
One Detroit Team

Environment Reporting

Great Lakes Now: PFAS and Ann Arbor

First Place
Sandra Svoboda
Rob Green
Paula Gardner
Bill Kubota

Great Lakes Now: Asian Carp

Second Place
Paul Dzendzel
Rob Green, Marie Gould
Jordan Wingrove

Feature Reporting

Wrecks Within Reach

First Place
Sandra Svoboda
Rob Green
Zach Irving
Free Age Production

One Detroit: Almond Boneless Chicken

Third Place
One Detroit Team

Health Reporting

Saving Lives: Preventing Youth Suicide

First Place

Mariellen Chynoweth

News Editing

One Detroit: Detroit Charter Commission

First Place
Jordan Wingrove

Great Lakes Now: PFAS and Zebrafish

Second Place
Rob Green
Kevin Leaser
Bill Kubota
Jordan Wingrove

News Special and Documentary

Great Lakes Now: Finding Impact

First Place
Sandra Svoboda
Rob Green
Jordan Wingrove

Great Lakes Now:

The Forever Chemicals

Second Place
Sandra Svoboda
Rob Green
Jordan Wingrove

Are the Kids All Right? American Black Journal and One Detroit Roadshow

Third Place
One Detroit Team

Racial Justice Reporting

American Black Journal 50th Anniversary

First Place
One Detroit Team

Online

Community/Local News Reporting

Growing Pains

First Place
Lorraine Boissoneault

Digital-Media Presentation

Landing Page for The Forever Chemicals documentary and related coverage

First Place
Sandra Svoboda
DigiComm Team

Michigan Association of Broadcasters Broadcast Excellence Awards 2019

One Detroit: Facebook Watch Party

Use of New Media
Public Television: Best in Category

One Detroit: Our Commitment to You

Marketing Materials & Promos
Best in Category

Great Lakes Now: The Forever Chemicals Mini-Documentary or Series

Best in Category

Great Lakes Now: The Forever Chemicals News Special or Documentary

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One Detroit Community Involvement

Best in Category

Great Lakes Now News or Public Affairs Special

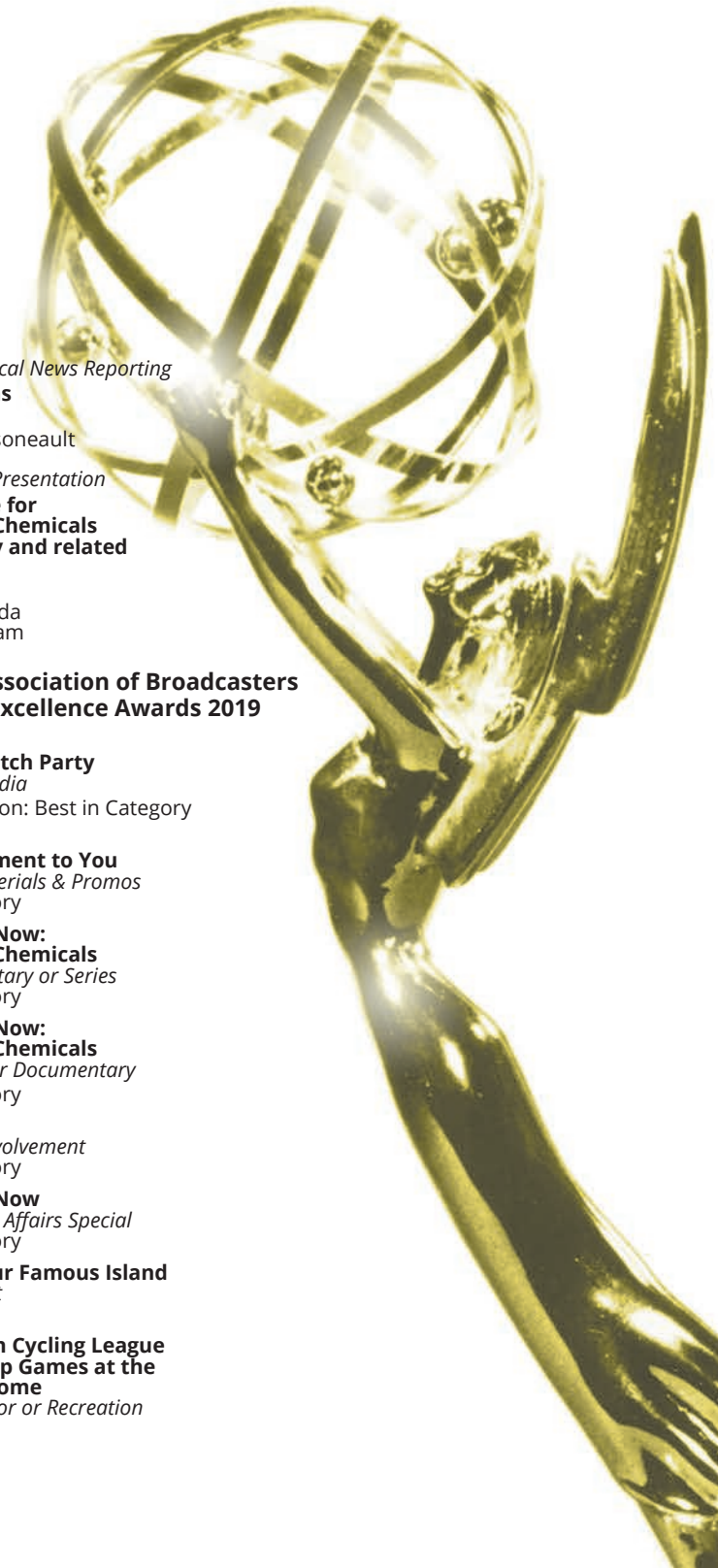
Best in Category

Mackinac: Our Famous Island Special Interest

Merit

The American Cycling League Championship Games at the Lexus Velodrome

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