



Detroit
Public TV



PBS



WRCJ

THE POWER OF PARTNERSHIPS

Big. Bold. Boundless.

Report to the Community

July 2020-June 2021

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



'The Engagement Station Serving the Most Important City in America'



T.N.

Timothy Nicholson
Chair
Board of Trustees

That is how we like to think of ourselves at Detroit Public TV.

In its earliest days, public television was generally regarded as a platform for national content – children’s shows like “Mister Rogers’ Neighborhood,” “Masterpiece Theatre,” nature documentaries and other quality programming.

But over the past decade or so, DPTV increasingly realized that this was not enough. Our community needed more, for a variety of reasons including the shrinking resources of commercial media, a renewed focus on social issues around race and gender, and the need to improve the educational outcomes of our children.

We had to become the essential communications partner for the diverse communities we serve. We had to redirect our focus homeward, become hyper-local and engage all the people of Detroit and Southeast Michigan as never before.

In this annual report, which we have kept refreshingly short, we talk a lot about engagement. That’s become a buzzword in the media industry. There are many definitions of the term.

We have a simple one – engagement is everything we do. The local coverage of our One Detroit and Great Lakes Now bureaus is engagement. So are the family workshops our Education team conducts in neighborhoods far and wide.

The events we hold, many now virtual – engagement. Our relentless commitment to diversity – also engagement.

We spend a lot of our time getting to know Detroit, talking one-on-one with people or gathering them in small- and large-group discussions. That’s a pure form of engagement.

We can also apply numbers to it – 2 million weekly viewers, 95 million streams across our various digital platforms and 28 million impressions and 1.6 million engagements on social media.

But what truly counts is knowing our community, understanding its needs and providing the kind of engagement that makes this a better place for all of us to live.

The pandemic made this vividly clear. Families, educators, business leaders, artists, kids, nonprofit organizations needed someone to inform them, to enlighten them, to tell their stories and their struggles. We stepped up, but we did not do this alone. We needed partners, many of them.

Fortunately, we have been building relationships throughout the community for years. They were essential as we chronicled and confronted the challenges Southeast Michigan has faced in recent months.

But we promise that we won’t stop here. Like this great city, we will keep moving forward. Together. *There is nothing like the power of partnerships.*



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, World 56.4 and Michigan Learning Channel 56.5. The Foundation also manages 90.9 WRCJ, which is licensed to Detroit Classical and Jazz Educational Radio, LLC.

Detroit Public Television (DPTV) is Michigan’s only community-licensed PBS station, operating independently of any educational institutions or governmental entities. Its funding comes almost exclusively 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 18 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 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 95 million streams across its various digital platforms.

90.9 WRCJ 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

56.5: The Michigan Learning Channel, a statewide public television partnership offering instructional content

90.9 WRCJ: Classical music during the day and jazz at night



Where We Are

DPTV studios and executive offices are located in Wixom, MI, and 90.9 WRCJ has its studios in the Detroit School of Arts.

The work of DPTV’s educational and content initiatives puts it on the ground in many communities throughout Detroit and Southeast Michigan. During the pandemic, its staff often worked in homes throughout Metro Detroit. Soon, the One Detroit and Great Lakes journalists, along with the education team, plan to return to offices in Detroit.



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A Year of Pandemic and Promise

As the pandemic rages on, America continues to grapple with the worst health crisis it has ever encountered, with disturbing ramifications for our economic and mental well-being.

Like other organizations, Detroit Public Television had learned many lessons during these troubling times, adapting to new protocols, innovating new content and delivery systems, and finding novel and effective ways to better serve the community. And looking back while also gazing forward, we have never felt such an integral part of the life of Detroit and Southeast Michigan.

Of course, we did none of this by ourselves. We relied on friends, partners, collaborators and long-term relationships. We did not take one step alone but moved in constant contact and concert with individuals and organizations that care as deeply about the community, its people and its future as we do.

Perhaps our most ambitious, if not outright audacious, initiative was the launch of the Michigan Learning Channel, our new education service that brings instruction and resources to every household in the state. The concept started here, but it quickly became a partnership with every public television station in the state, with the advice and participation of state officials, leading educational organizations and teachers and parents across Michigan.

In one sense it was a response to the pandemic, but in a much bigger way it is a natural step to harness evolving technology for the betterment of all students. The effort has been endorsed by the state's superintendents, county-level ISD's and the Michigan Department of Education. And evidently, it has been enthusiastically embraced, judging by the half million students, parents and teachers who tune in each month.

Our One Detroit team of journalists has been providing essential, community-based coverage of all aspects of life in our region, with nearly daily posts on the OneDetroitPBS.org website and now two weekly news programs, the general news show on Thursdays and the new arts-focused show on Mondays. As commercial media struggles, One Detroit has a commitment to on-the-street, grassroots, issues-centered reporting unmatched in the city.

DPTV also is a full member of and communications backbone of the COVID313 Community Coalition for Family and Students, producing a weekly virtual town hall that provides viewers crucial, often life-saving information on navigating the pandemic, from where to secure food and vaccinations to how to educate children at home and find financial assistance for rent and utilities. One member of the coalition said it well: "We've become the community's TV station" – one that has reached 250,000 people since its inception.

"American Black Journal" – the nation's longest running news show focused on the African American experience – digs deeper than ever into issues facing the Black community, with more on-location news coverage to go with its excellent panels and interviews. It also devotes a monthly episode to topics related to the Black Church in Detroit, in partnership with the Ecumenical Theological Seminary and the Charles H. Wright Museum of African American History and guided by an advisory panel of distinguished ministers and church leaders.

500k

Students, parents and educators tune into the Michigan Learning Channel each month



DPTV Education Team



One Detroit: How We Got Here The Asian American Experience



American Black Journal: The Black Church in Detroit, Shrine of the Black Madonna



A Platform for the Creative Community

As artists and arts organizations continue to struggle to reach their audience and supporters, with galleries and venues shuttered by the pandemic, DPTV has ramped up its efforts to provide a platform for the creative community, partnering with the University of Michigan Penny Stamps Speakers Series, The Sphinx Organization and the Concert of Colors, to name but a few. In an aspirational project, DPTV collaborated with the Detroit Public Theatre, a PBS affiliate in Buffalo and the Chautauqua Theatre to produce two one-act plays recorded live and aired back-to-back on both television stations.

DPTV's radio station, 90.9 WRCJ, has delivered similar service through its statewide Detroit Symphony Orchestra broadcasts, live coverage of the Detroit Jazz Festival, Ann Arbor Symphony Orchestra and Michigan Philharmonic concert broadcasts and partnering with Interlochen Public Radio and Michigan State University to produce "Great Lakes Concerts," a weekly radio program shared by public stations across Michigan.

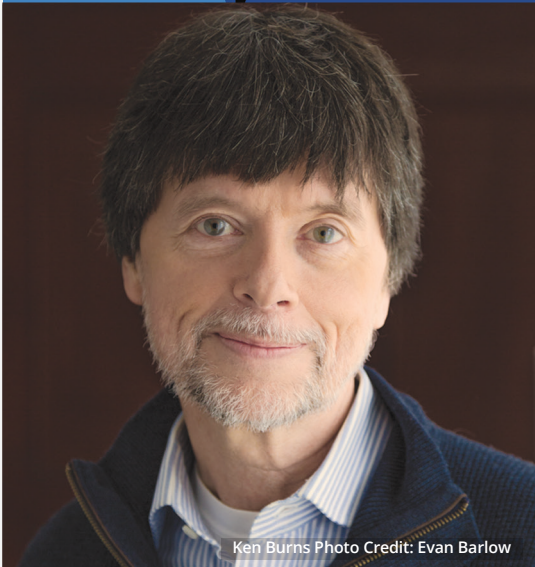
The Health of Our Community and Environment

The mental health of the community is never far from the mind of DPTV, as it collaborates with caring, invested organizations like Kevin's Song and With One Voice to raise suicide awareness and promote emotional well-being through conferences, television reports and courageous conversations. As the host of the Michigan stop in the national Well Beings Tour, DPTV let young people do the talking, as they discussed the mental health challenges they face today and what the community can do to help.

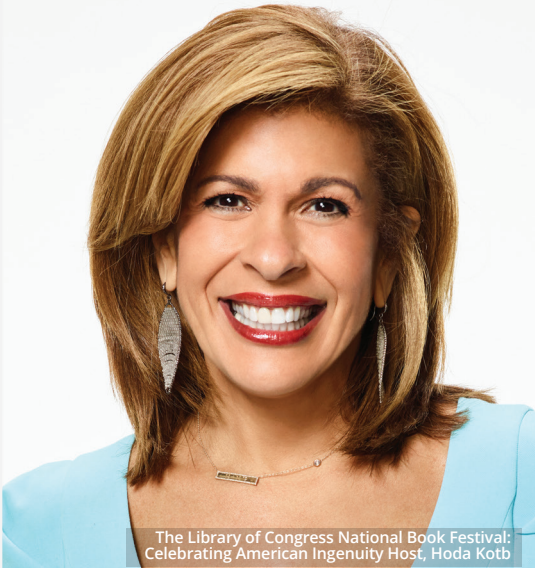
Regional and national initiatives also flourish. Great Lakes Now, a hub of information on environmental news and our freshwater heritage, has expanded into a network of 29 participating stations contributing to the daily posts on GreatLakesNow.org and the monthly "Great Lakes Now" television show. Twice monthly Facebook watch parties have involved thousands of viewers on conversations related to PFAS, shipwrecks, aquarium tours, invasive species and other subjects.

29 stations regionally contribute to daily reports on greatlakesnow.org





Ken Burns Photo Credit: Evan Barlow



The Library of Congress National Book Festival: Celebrating American Ingenuity Host, Hoda Kotb

Inspiration, Information and Inclusion

PBS Books, DPTV's national initiative, has captured the literary imagination of book lovers everywhere. Working with libraries and PBS affiliates across the nation and connected to PBS content, it has presented author talks with celebrated authors and thinkers—Isabel Wilkerson, Ken Burns, Henry Louis Gates, Jr., Ishmael Reed, Amy Tan, Sonja Sanchez, Joy Harjo, Viet Thanh Nguyen, the list goes on and on. It also produced a prime-time TV special in collaboration with the Library of Congress, celebrating the National Book Festival.

Partnering with the Investor Protection Trust and state securities regulators across the country, DPTV has launched a series of “When I’m 65” virtual events in which financial experts address issues of personal finance and investor education. Highly interactive with lively question-and-answer sessions, they reach wide audiences through the PBS Books platform. The advice is topical, reliable and easy to understand, providing viewers with trusted guidance on real-life financial concerns, no matter what their age.

A foundational element for all of this is DPTV's abiding dedication to the principles of diversity, equity, inclusion and accessibility. It is a strand that ties everything the station does together. There is total buy-in from the board, volunteers and committees. And staff members? They have formed working groups to study each aspect of our operations, internally and externally, through a DEIA lens.

Detroit Public TV is Big, Bold, Boundless and committed to serving the rich, complex, wonderfully diverse communities of this, the most important city in America.

What truly counts is knowing our community and understanding its needs.

2020-2021

Awards [view all our awards at DPTV.org/Awards](https://www.dptv.org/Awards)

Michigan Emmy Awards

Environment/Science - News:

**Great Lakes Now:
Chicago's Floating Islands**
Rob Green, Doug Clevenger,
Laura Weber Davis

Documentary - Historical:

**Rockin' Robin:
A Tribute to Robin Seymour**
Bill Kubota, Fred Nahhat

Interview/Discussion:

**American Black Journal
Black Lives Matter:
Is the Media Getting It Right?**
Stephen Henderson, Orlando Bailey,
Daphne Hughes,
Christopher Jordan, Catherine Kelly

Society of Professional Journalists Detroit Chapter Excellence in Journalism Awards

Television:

Community/Local News Reporting:
**One Detroit: Clawson, Michigan:
One City Under a Pandemic**
First Place
Bill Kubota, Christopher Jordan

Education Reporting:
**One Detroit: Education Specials
Education in the Time of COVID**
School Daze
Third Place
Christy McDonald, Bill Kubota,
Will Glover, Chris Jordan,
Zosette Guir

Environment Reporting:
**Great Lakes Now: Lake Erie's
Harmful Algal Blooms**
Second Place
David Ruck, Rob Green,
Zach Passero, Laura Weber Davis,
Ryan Busch

Feature Reporting:
Detroit Jazz City
First Place
Jim Toscano, Danny Gianino,
Ed Moore, Zosette Guir

Great Lakes Now:
In Isolation...At Aquariums
Second Place
Danielle Dabney, Nick Austin,
Jim Toscano

Health Reporting:
**Saving Lives: We Can't Wait
Any Longer**
Third Place
Marty Fischhoff, Fred Nahhat,
Wes Jones, Mariellen Chynoweth,
Cynthia Cauty, Al Hibbert

Racial Justice Reporting:
**American Black Journal:
Do Black Lives Matter in America?**
First Place
Stephen Henderson, Orlando Bailey,
Daphne Hughes, Christopher Jordan,
Catherine Kelly

Sports Reporting:
**Great Lakes Now:
Island Basketball**
First Place
Sandra Svoboda, Dan Tyrell,
Nick Austin, Zach Irvin,
Oliver Van Assche

Videography:
**Great Lakes Now
Chicago's Floating Islands**
First Place
Doug Clevenger, Sandy McPhee, Jordan
Wingrove, Laura Weber Davis

Online:
Collaborative Coverage:
**From Rust to Resilience: What Climate
Change Means for Great Lakes cities**
First Place
Sandra Svoboda, Rob Green,
Natasha Blakely, INN partners

Social Media Strategy:
**Great Lakes Now:
The Facebook Watch Parties**
Third Place
Colleen O'Donnell, Zach Allen,
Sandra Svoboda

Michigan Association of Broadcasters Broadcast Excellence Awards

News & Public Affairs Special:
**American Black Journal:
Do Black Lives Matter in
America?**
Merit

Cultural and Performing Arts:
**Detroit Performs:
Detroit Public Theatre & Friends-
From Broadway to Obscurity**
Winner

Mini-Documentary or Series:
Great Lakes Now
Winner

Special Interest:
**Saving Lives:
School Summit on Suicide**
Winner

Membership Appeals:
The Russian Five
Merit

Membership Appeals:
Aretha Franklin Remembered
Winner

Use of New Media:
Great Lakes Now Watch Parties
Winner

Independent Producer:
**Great Lakes Now:
Sand, Sinkholes and Science**
Merit



Detroit Public TV

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(\$10,000+)

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Detroit Public TV

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Detroit Public TV and 90.9 WRCJ

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Financial Results

Detroit Educational Television Foundation Fiscal Year 2021

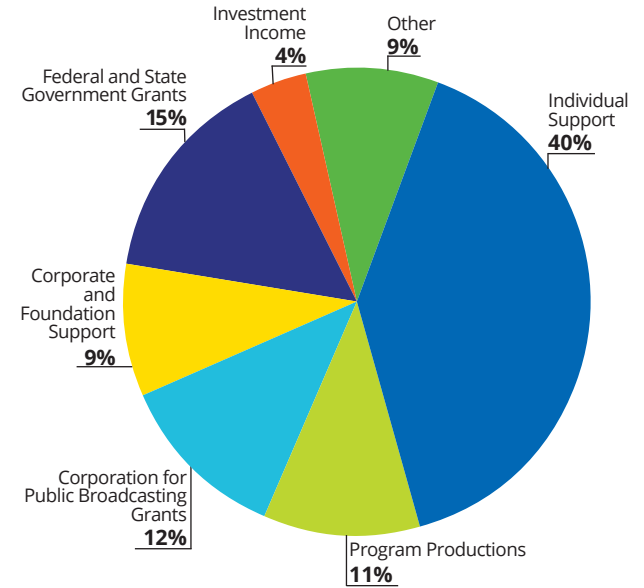
Statement of Activities

	Year Ended June 30	
	2021	2020
Revenues, gains and other support		
Individual contributions	\$ 9,671,156	\$ 9,519,754
Productions of local and national programs	2,710,170	3,098,822
Corporation for Public Broadcasting grants	2,773,952	2,076,954
Federal and state government grants	3,539,236	111,370
Corporate contributions	1,560,152	1,022,797
Foundation contributions	530,131	715,380
Facilities rental	750,926	390,170
Special events	-	215,307
Retail product sales	102,344	122,968
Investment income	860,331	16,440
Miscellaneous income	802,652	299,171
Paycheck protection program	521,623	808,777
Total revenues, gains and other support	23,822,673	18,397,910
Expenses		
Program services:		
Engagement and outreach	1,188,621	1,018,864
Production and content creation	5,203,899	4,315,988
Broadcast	5,773,029	5,246,044
Total program services	12,165,549	10,580,896
Supporting services:		
Administrative	2,366,130	2,546,225
Fundraising	4,097,536	4,470,784
Total expenses	18,629,215	17,597,905
Changes in net assets	5,193,458	800,005
Net assets - beginning of year	18,762,008	17,962,003
Net assets - end of year	\$23,955,466	\$18,762,008

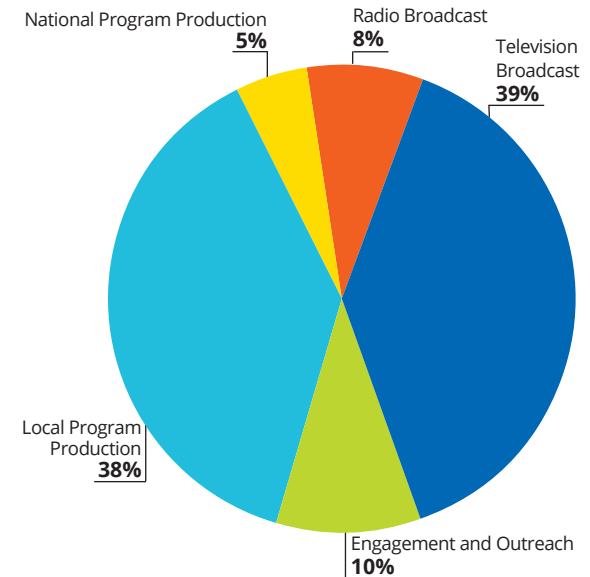
Balance Sheet

	Year Ended June 30	
	2021	2020
Assets		
Cash and cash equivalents	\$ 7,830,015	\$ 5,598,196
Investments	5,772,104	3,271,186
Accounts receivable	558,592	607,876
Pledges receivable, net	1,454,661	1,780,871
Inventory	53,251	25,560
Prepaid assets and other	645,673	186,588
Property and equipment, net	14,204,848	13,905,451
Other assets	836,956	962,579
Total assets	\$31,356,100	\$26,338,307
Liabilities and net assets		
Liabilities:		
Accounts payable	\$ 827,340	\$ 964,269
Accrued liabilities	1,984,463	1,331,426
Long-term liabilities	4,588,831	5,280,604
Total liabilities	7,400,634	7,576,299
Net assets:		
Without donor restrictions	21,858,142	16,600,292
With donor restrictions	2,097,324	2,161,716
Total net assets	23,955,466	18,762,008
Total liabilities and net assets	\$31,356,100	\$26,338,307

Revenue Sources Fiscal Year 2021



Program Services Fiscal Year 2021



90.9 WRCJ

Kresge Society (\$1,000+)

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Christiane Anderson
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& Dr. Elizabeth Bachynski
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& Linda Bennett
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Judith Condon

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Lawrence & Mary Jo Crane
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Daughters of the
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Mary Lou David
Wayne Davidson
Robert Dawson
Anita DeMarco Goor
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Marlene Donoghue
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