

DETROIT  PBS

Embracing Our Potential, Imagine The Possibilities

THE CAMPAIGN FOR THE FRED
AND BARBARA ERB PUBLIC
MEDIA CAMPUS





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For decades, the Fred A. and Barbara M. Erb Family Foundation has been a partner to Detroit PBS as we embraced our potential to serve our community. Now, through their generous support, we are “Imagining the Possibilities” with the Fred and Barbara Erb Public Media Campus.

The Fred and Barbara Erb Public Media Campus will:

- **Engage Audiences:** We bring people together through art, education, and shared experiences.
- **Prepare Children for Success:** In collaboration with families and educators, we enrich children’s lives from early childhood to career readiness, offering free, trusted educational resources.
- **Bridge the Digital Divide:** We ensure free access to broadcast TV, a critical service for households without cable. Nationally, 72% of PBS KIDS programming is viewed over the air.
- **Lead in Journalism:** Partnering with local media and community organizations, we tell Detroit’s stories and provide trustworthy news to inform our audience.
- **Showcase Detroit’s Arts and Culture:** We celebrate Detroit’s vibrant arts scene, sharing the city’s achievements with the world.

Serving four million people with programs that educate, entertain, and inspire, Detroit PBS is ready to make an even greater impact with the new Fred and Barbara Erb Public Media Campus at 234 Piquette Avenue.

Imagine the possibilities!

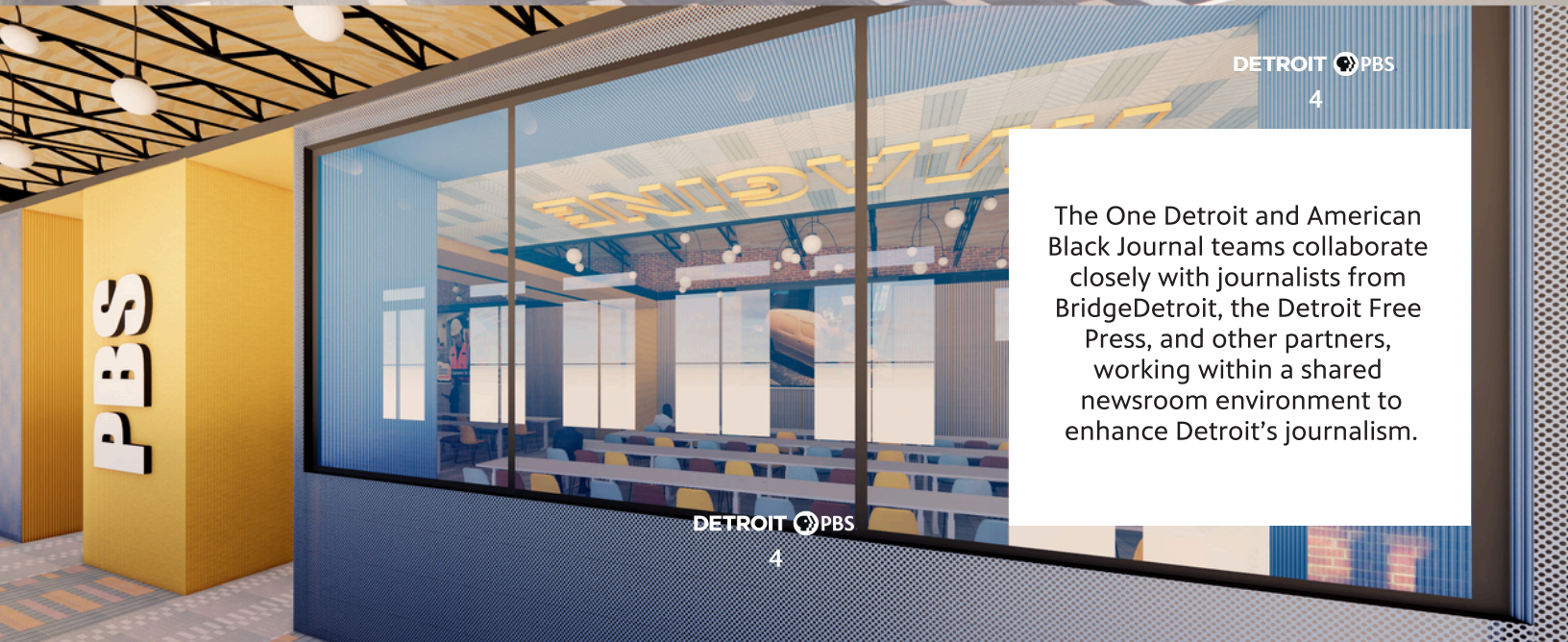


Families participate in our engaging education workshops, while their children explore and learn in the adjacent room. With a dynamic calendar featuring over 140 events annually, our team reaches out to over 10,000 attendees each year, fostering meaningful connections and enriching experiences for all.

A week




Satori Shakoor hosts a captivating live musical performance set in an open-air courtyard, inviting audiences to immerse themselves in the experience. The show is expertly filmed for broadcast on 'Detroit Performs,' ensuring that its magic reaches an even wider audience beyond the live event.



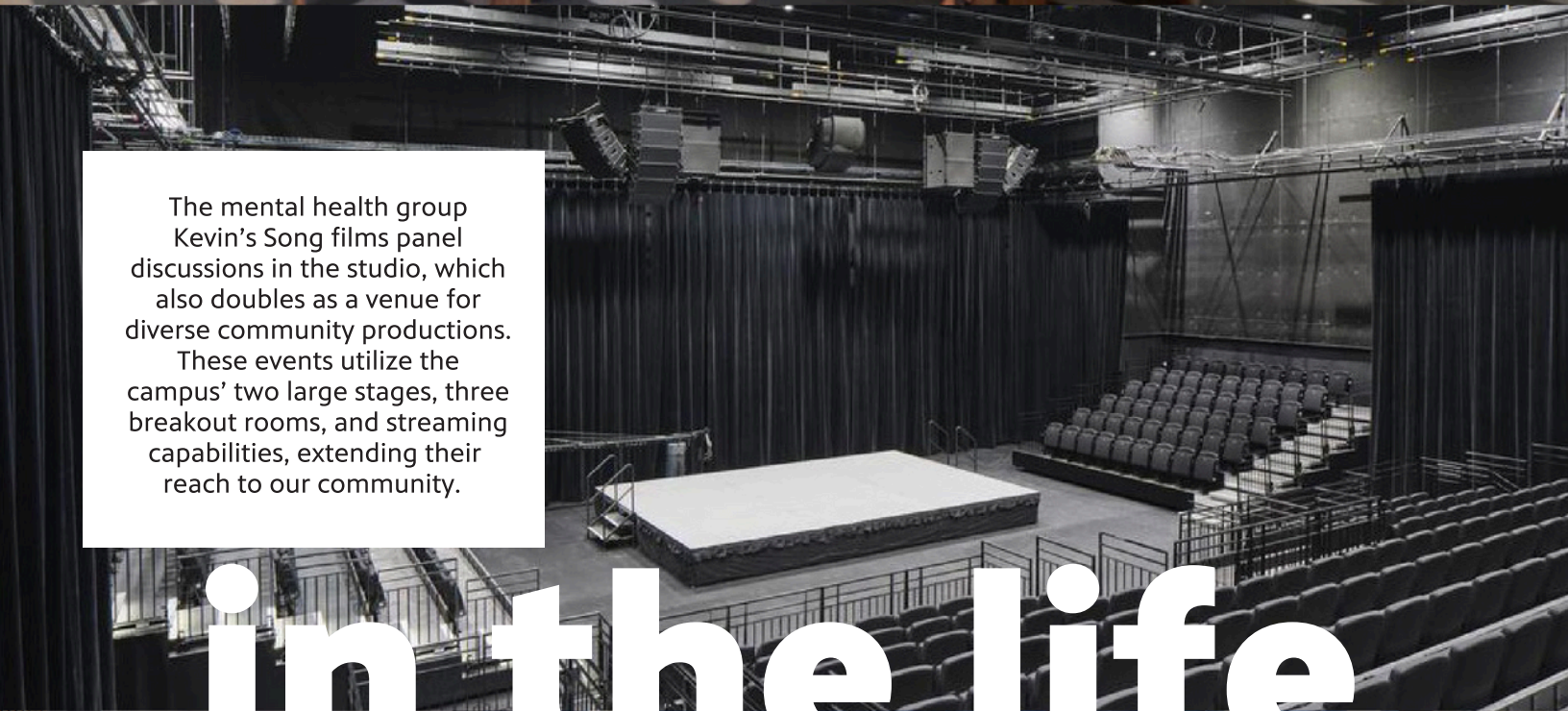
DETROIT PBS
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The One Detroit and American Black Journal teams collaborate closely with journalists from BridgeDetroit, the Detroit Free Press, and other partners, working within a shared newsroom environment to enhance Detroit's journalism.

DETROIT PBS

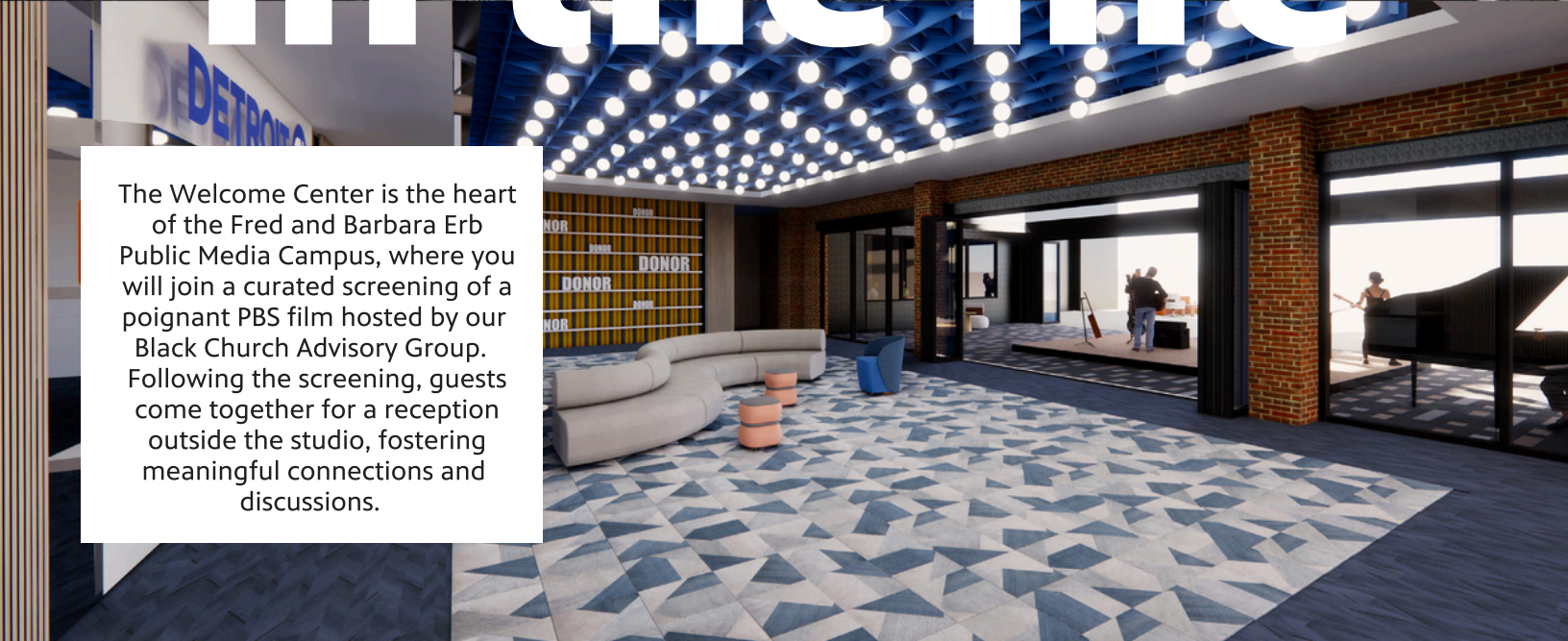


On Dr. Dave Wagner's show, Detroit Symphony Orchestra musicians, or visiting artists, deliver intimate performances at the onsite WRCJ studio, accompanied by insightful interviews promoting their upcoming shows.



The mental health group Kevin's Song films panel discussions in the studio, which also doubles as a venue for diverse community productions. These events utilize the campus' two large stages, three breakout rooms, and streaming capabilities, extending their reach to our community.

in the life



The Welcome Center is the heart of the Fred and Barbara Erb Public Media Campus, where you will join a curated screening of a poignant PBS film hosted by our Black Church Advisory Group. Following the screening, guests come together for a reception outside the studio, fostering meaningful connections and discussions.



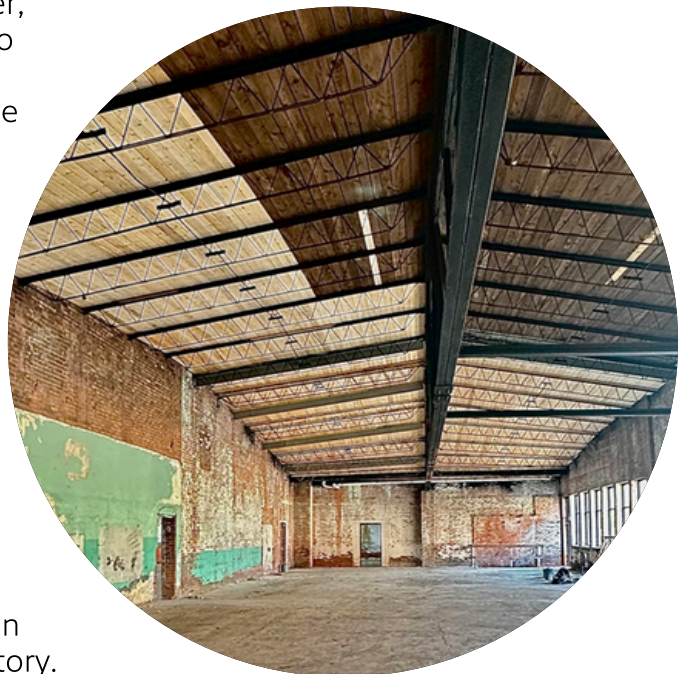
OUR NEW HOME

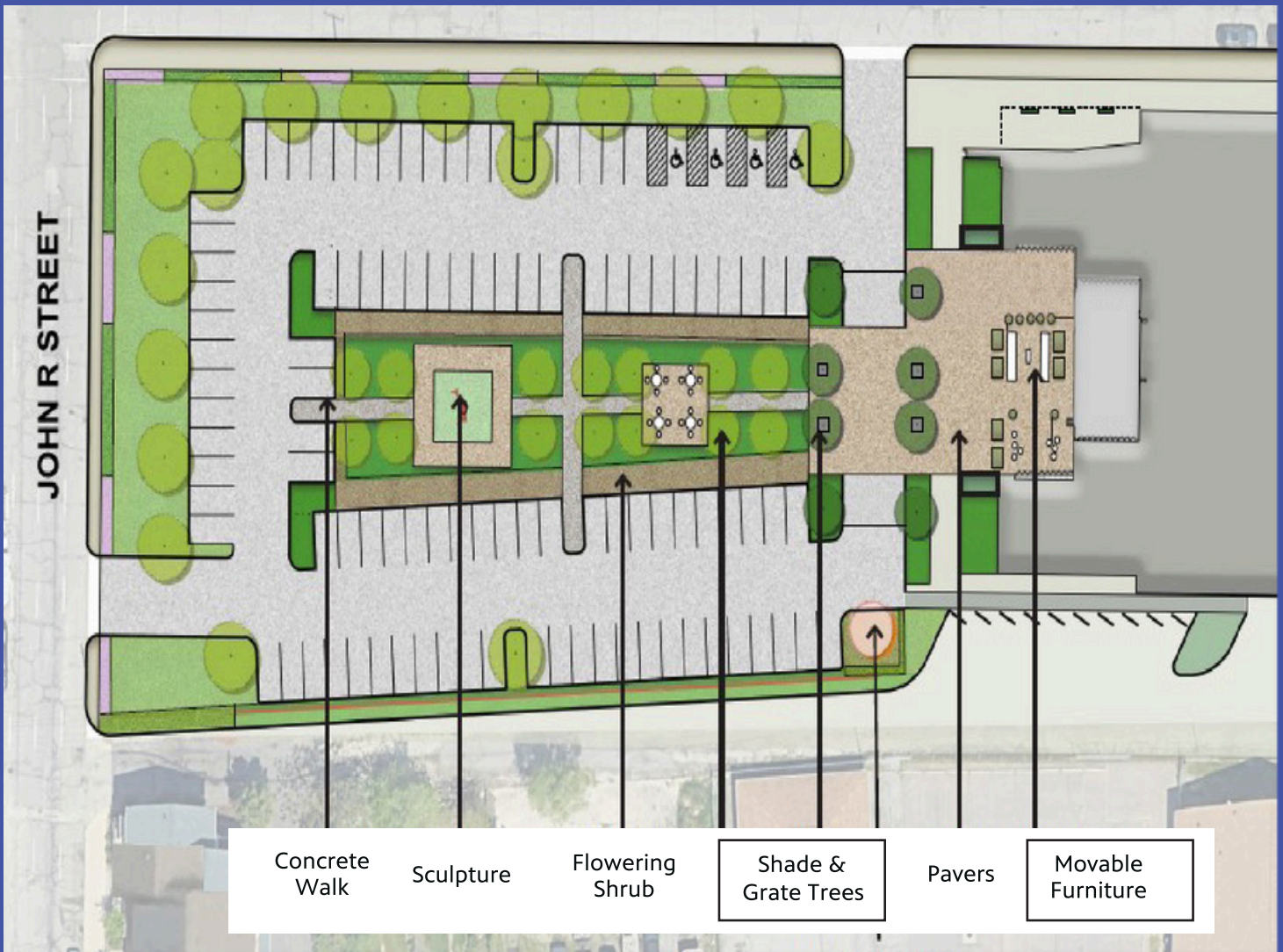
234 Piquette is a transformative adaptive reuse project dedicated to preserving and reimagining a historic industrial building.

Detroit PBS purchased the property after an initial five million dollar investment by the seller, resulting in an iconic structure that is also prepared for modern use. Rich in the industrial heritage of Detroit, 234 Piquette is an anchor in the revival of Milwaukee Junction.

By consolidating the WRCJ radio station, our Detroit-based newsroom, and Detroit PBS headquarters into this singular central campus, we streamline operations, reduce our physical footprint, and enhance efficiency.

This new space will not only engage our community but also play a vital role in preserving Detroit's storied industrial history.





The Fred and Barbara Erb Public Media Campus will feature 50,000 square feet of gathering space and over 110 parking spots.

OUR NEIGHBORHOOD & BEYOND



OUR ECONOMIC IMPACT

The neighborhood of Milwaukee Junction, nestled in an emerging area adjacent to Techtown, Midtown, and New Center, is rapidly becoming a thriving hub for businesses and the community. Detroit PBS envisions its new campus in Milwaukee Junction as a catalyst for significant economic growth in the city of Detroit, both immediately and in the long term.

By bringing over 100 employees into the city, Detroit PBS is helping to strengthen the local economy, support businesses, and boost community revitalization.

Income Tax Revenue

Upon the completion of the Detroit PBS campus in fall 2026, the employees will contribute to a substantial income tax base of \$7.4 million for Detroit. As Detroit PBS grows its workforce to over 130 employees by 2028, the income tax base is expected to rise to \$8.6 million. This steady increase reflects the expanding economic influence of the campus, ensuring significant ongoing tax contributions that will strengthen Detroit's financial foundation and support future development.



Term & Impact Key:

- **Staff Count:** As more jobs are created for Detroit PBS campus staff, local families benefit from increased income, reducing unemployment and helping more people thrive.
- **Income Tax Base:** With rising wages, Detroit's income tax base grows, which means more resources to support community needs and improvements.
- **Payroll Tax Revenue:** The additional *payroll tax revenue* helps fund vital services like schools, infrastructure, and public safety, benefiting everyone in Detroit.

Event/Attendance Spending

Detroit PBS is confident in the new campus as a community center space that will draw a considerable number of people to Detroit around its education, arts, production, and journalism initiatives. At present, Detroit PBS anticipates the following activities and attendance annually:

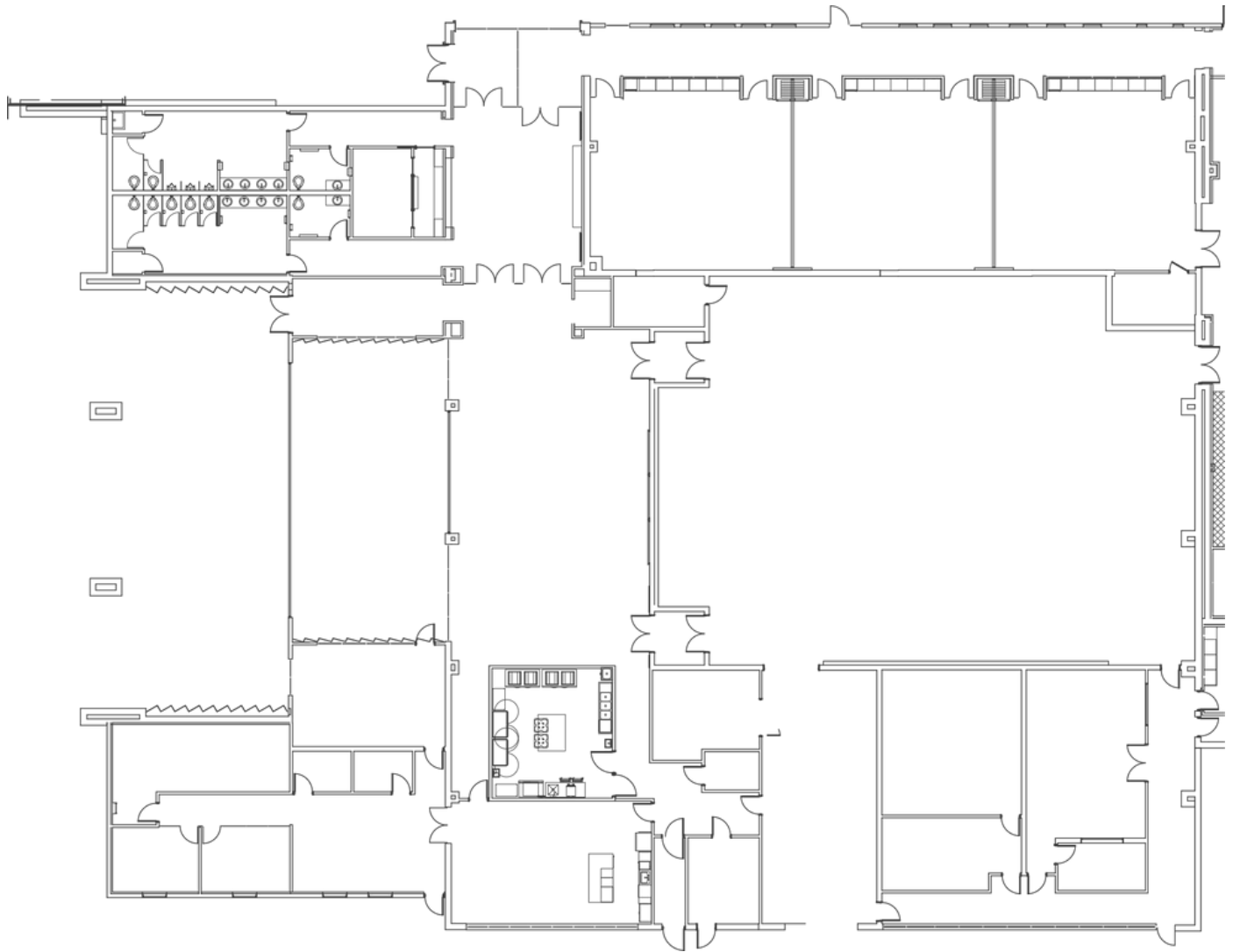
- **Workshops (1 day):** 10/year with capacity for 90 = 900 attendees
- **Meetings/Convenings (1 day):** 10/year with capacity for 250 = 2,500 attendees
- **Conferences (multi day):** 3/year with capacity for 250 = 750 attendees
- **Concerts:** 4/year with capacity for 300 = 1,200 attendees

Based on these calculations, Detroit PBS anticipates hosting approximately **5,350 people in the first year**, who will positively contribute to the economy of the city through purchases of hotel rooms, dining experiences, and other tourism features.

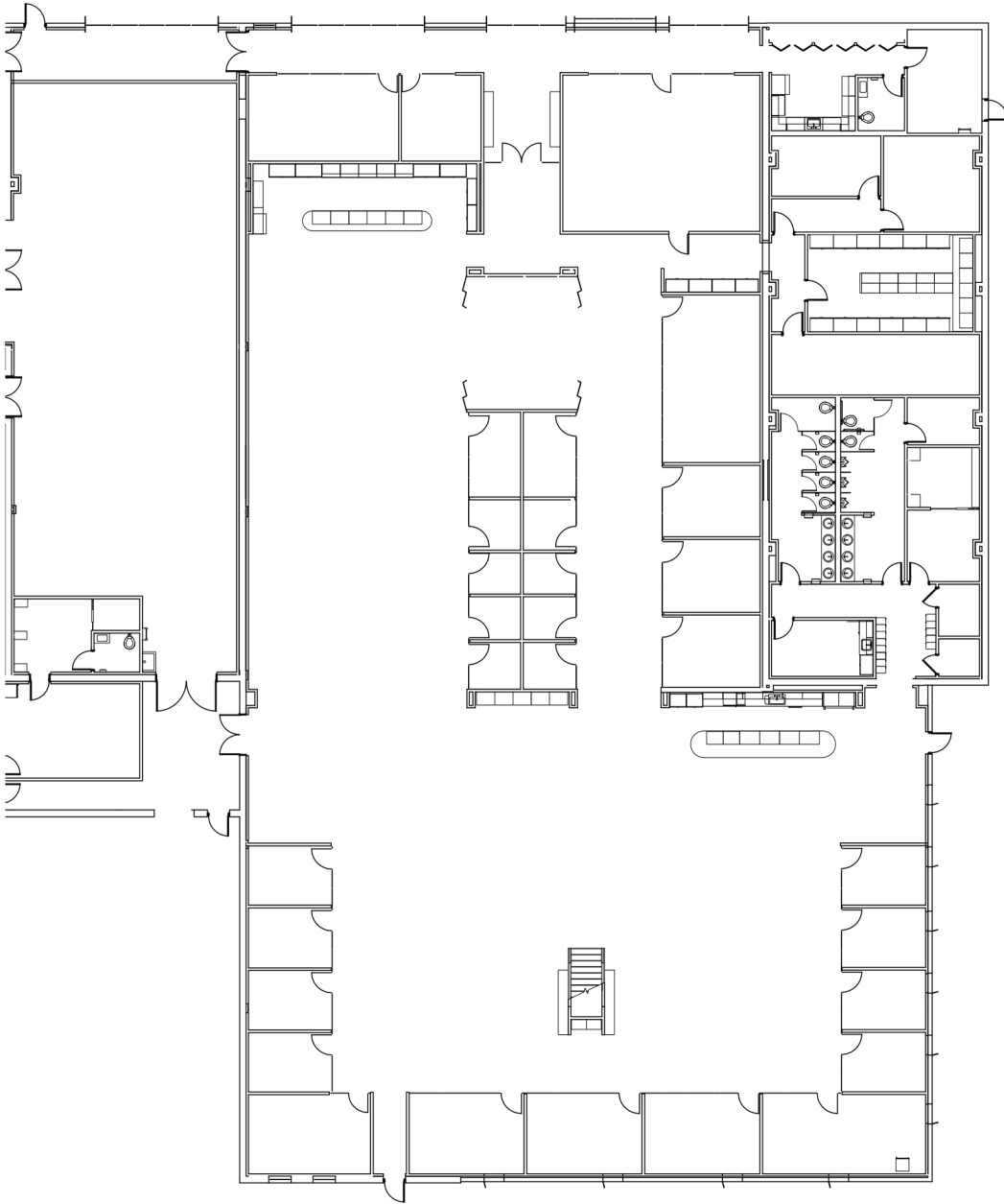
Using the Arts and Economic Prosperity IV calculator, Detroit PBS estimates the economic impact of its anticipated annual programming, events, and activities at the new campus would result in the following: **\$137,174 of expenditures by attendees in the local economy annually** and 3.7 FTE (Full-Time Equivalent) Jobs supported by Detroit PBS audience/attendance expenditures.

PROPOSED FLOOR PLAN

234 Piquette: The Fred and Barbara Erb Public Media Campus



Plan subject to change.



The Fred and Barbara Erb Public Media Campus has a fundraising goal of \$30 million to be accomplished within 36 months.

FUNDRAISING PROGRESS:



SECURED: Our secured funding includes sources that have been received or are committed.

These include:

- Sale of the Riley Broadcast Center
- Matching grant from the Fred A. and Barbara M. Erb Family Foundation
- Private and philanthropic contributions that are pledged or already in hand

BUDGET: The budget mentioned includes a contingency of \$2.5 million.

USES	Total
BUILDING INSPECTION & ACQUISITION	9,284,437
ARCHITECTURAL, ENGINEERING & DESIGN	1,101,612
CONSTRUCTION	16,000,000
DEVELOPER & GENERAL	287,098
FURNITURE, FIXTURES, TECH, OTHER	6,258,116
TOTAL ACQUISITION & RENOVATION	32,931,263
CAPITALIZED INTEREST	643,500
TOTAL CAPITAL BUILDING PROJECT	33,574,763
DAY 2 INTEREST	1,425,237
TOTAL USES	35,000,000

TIMELINE:



A heartfelt thanks to George and Delores Riley.

Their generous support of the Riley Broadcast Center laid the foundation for our organization.

The recent sale of the building propelled us significantly closer to our thirty million dollar fundraising goal for the new campus.

We express our deepest gratitude for their support.



Thanks to our team of partners for their contributions to our campus vision.



HamiltonAnderson



“...Every time a viewer is inspired by a program, a child gains enthusiasm for reading, or a citizen decides to volunteer for the Great Lakes or participate in the arts, Fred and Barbara Erb will have played a role.”

- Rich Homberg, Detroit
PBS President and CEO

A Heartfelt Acknowledgment of the Erb Family Foundation's Commitment

Detroit PBS is thrilled to announce a transformative lead philanthropic gift supporting our relocation to the City of Detroit. The Fred A. and Barbara M. Erb Family Foundation has generously granted us a \$7.5 million challenge, establishing a 1:1 philanthropic match in honor of the legacy and passion of its founders.

This remarkable commitment reflects Fred and Barbara Erb's lifelong dedication to Detroit PBS and 90.9 WRCJ, embodying values of sustainability, servant leadership, and collaboration toward a just and civil society. We anticipate that this extraordinary gift will inspire our audience, foundations, and the corporate community to match the Foundation's generosity over the next 36 months, helping to fund our new community media campus.

Rich Homberg, our President and CEO, expressed profound gratitude: "Just as Fred and Barbara Erb demonstrated through their philanthropy during their extraordinary lifetimes, their legacy of generosity and commitment to this community will impact generations to come. Every time a viewer is inspired by a program, a child gains enthusiasm for reading, or a citizen decides to volunteer for the Great Lakes or participate in the arts, Fred and Barbara Erb will have played a role."

John Erb, the Foundation's chair, reflected on his parents' enduring connection to Detroit PBS: "Detroit PBS was one of only two nonprofit boards our father, Fred, served on. He cherished the jazz and educational programming for decades and advocated for the station's move to New Center in 1971. Our mother, Barbara, loved PBS nature programming and had been involved since the earliest days of the TV auction in 1969."

Foundation trustee, Leslie Erb Liedtke, added, "We are incredibly proud that the Foundation is recognizing our parents' legacy and their shared love of public television with a gift that will help bring Detroit PBS and all of its services back home to Detroit—where it can continue to evolve and inspire the next generation of viewers, listeners, and community members."

We extend our heartfelt thanks to the Fred A. and Barbara M. Erb Family Foundation for their unwavering support and belief in our mission. Their legacy of generosity and community commitment will forever be a cornerstone of our journey forward.

OUR BOARD OF TRUSTEES:

Thank you for your unwavering commitment to our organization's mission.

OFFICERS

Rich Homberg

President and CEO, Detroit PBS

Simon Whitelocke

Board Chair

SVP & Chief Business Officer,
ITC Holdings Corp. & President,
ITC Michigan

Shaun Wilson

Chair Elect

Managing Partner, Cadence

Rajeev Shah

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Principal, Alan C. Young &
Associates, P.C.

Geaneen Arends

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Director / Shareholder, Butzel
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President and CEO, Joyce
Jenereaux Advisors, LLC

Freda Sampson

Vice Chair

Diversity, Equity & Inclusion
Strategist, Freda G. Sampson,
LLC

Christine A. Sing

Vice Chair

Principal, Rehmann Robson

William Carignan

Assistant Treasurer

CFO, Detroit PBS

Laura Brandt

Assistant Secretary

SVP Operations, Detroit PBS

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Founder, Maram Financial
Services

Colleen Allen

President and CEO, Autism
Alliance of Michigan

Addell Anderson, Ph.D.

Diversity, Equity & Inclusion
Specialist, Michigan
Department of Civil Rights

Hiren Bhatt

Program Manager, Amazon

Jaylen Bradley

Policy and Program Advisor
City of Detroit

Kenneth Clarkson

Partner, Jaffe, Raitt, Heuer &
Weiss, PC

Dan Duggan

VP, Loan Origination
Bernard Financial Group

Antonio Enoex II

VP, Business Unit Risk
Comerica Bank

Gregory Haynes

Retired

Sylvester L. Hester

President and CEO
LM Manufacturing, LLC

Sandy Koltonow, MD, PsyS

Private Practice, Psychoanalysis
and Psychotherapy

Kelley Kuhn

President and CEO, Michigan
Nonprofit Association

Mark S. Lee

Founder, The Lee Group,
MI LLC

Kenneth Mathies

Vice President and Chief
Diversity Officer, AAA

Pamela McClain

Executive Liaison for
Community Engagement
City of Detroit, Deputy Mayor's
Office

Daniel Miner

Director, Corporate &
Executive Communications
DTE Energy

Rick Notter

Vice President, Individual
Business Unit, Blue Cross Blue
Shield of Michigan

Priscilla Perkins

President & CEO
Accounting Aid Society

Byron Pitts

Attorney, Law Office of Byron
Pitts

Reuben Rashty

Managing Director, Financial
Advisor, Morgan Stanley

Melissa Roy

Founder, Roy Public Affairs

David Sturtz

Retired

Felix Valbuena Jr., MD

CEO, Community Health and
Social Services Center (CHASS)

John J. Walsh

President & CEO, Michigan
Manufacturers Association

Michael Watson

Entrepreneur

Alexis Wiley

Principal, Moment Strategies
Public Relations

Appendix

On Campus



WHAT WE STAND FOR:

Detroit PBS makes a significant impact through our five key pillars.

Together, these pillars contribute to a more informed, engaged, and culturally enriched community.

Education: Detroit PBS' Education Initiative builds confidence and competence in students and parents, instilling hope and encouragement for the future of Michigan's children. We provide resources from cradle to career and support the whole community in preparing children for success, no matter where they are in the learning process.

Arts & Culture: Arts & Culture: Detroit PBS' Arts & Culture Initiative leverages the power of public media to provide every citizen - regardless of age, geographic location, financial means, physical ability or any other potential barrier - access to the arts, increased artistic literacy, and a greater appreciation of art in all of its forms.

Journalism & Public Affairs: Detroit PBS' Journalism & Public Affairs Initiative advances diversity, equity and inclusion and improves the quality of life in Greater Detroit by sharing real stories of real citizens and stimulating conversations that create awareness, promote discourse, engage, inform, and generate greater empathy and understanding within individuals, communities and the broader region.

Energy & Environment: As a premier source of news and information, Detroit PBS' Energy & Environment Initiative boosts environmental content across the city, region, and beyond with robust multi-platform coverage, including original and partner content. This includes digital engagement, educational materials, monthly broadcast shows, and a continuously expanding library of news and information.

Health: Detroit PBS' Health Initiative offers both national and local programming featuring expert medical professionals discussing the most relevant issues and solutions that matter to viewers.

EDUCATION

We aim to empower our community with the tools and resources needed to thrive academically and beyond.

Through broadcast, character visits, playgroups, and targeted parent workshops, we are dedicated to providing vital support to children, families, and educators alike.



FEATURED PROGRAMS



The Michigan Learning Channel has made significant strides in providing educational content to students, parents, and educators across Michigan, since launching in 2021.

By using television, they've overcome internet access barriers. With 500,000 monthly digital viewers and four million views on educational videos in 2023, it's clear the channel fills a crucial need. ¹

Its diverse subjects, including literacy, math, fitness, and career exploration, show a holistic approach to education, making it a valuable asset to Michigan's educational landscape.



Detroit PBS KIDS caters to kids aged 2 through 8, providing educational opportunities via television, digital media, and community programs.

Rated #1 by parents for trusted educational media content ², PBS Kids is a lifeline, especially for diverse and low-income families. Notably, 43% of PBS KIDS viewers are Black, and 39% of families earn less than \$35,000 annually. ³

Detroit PBS stands with our mission to positively impact children's lives through fun, curriculum-based content featuring positive role models, aimed at nurturing their overall well-being.

Images from Left to Right: Be My Neighbor Day at the Riley Broadcast Center, Summer Learning Workbooks, Every School Day Counts Absenteeism Event | Data Cited: (2) EdTrust Midwest (3) Media Audit, Detroit Survey, 10/2023



**THE FUTURE OF EDUCATION ON
THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS**
**The Donald and Mary Kosch Center for
Educational Media will serve as the
cornerstone for our commitment to providing
unparalleled educational support from cradle
to career within our community.**

We will partner with parents: Family workshops cover everything from managing tantrums to developing healthy habits. Our Read, Write, ROAR! program brings families into multi-lingual literacy learning.

We will offer career tools: The Future of Work program collaborates with educators and employers to equip young people and their families with the tools, skills, and awareness needed to pursue career readiness and STEM opportunities.

We will engage youth using media: From the Student Reporting Labs Program to the LABS Media Educator Program, Detroit PBS works with educators and students to build media literacy and use media as an educational tool in the classroom and beyond.

We will reach more families through partners: Through strategic partnership enhancement with parents, teachers, and education organizations, we aim to solidify our leadership in community support. We enrich career tools, expand youth media engagement, and foster broader education partner accessibility, with active collaboration from Hope Starts Here, Black Family Development, Brilliant Detroit, Detroit Public Schools, and other districts, alongside numerous preschools.

ARTS & CULTURE

We aim to consistently highlight and celebrate Detroit's dynamic arts scene and rich cultural heritage.

Recognizing the need of robust arts journalism in preserving our cultural heritage and prioritizing accessibility to such content, Detroit PBS stands as a beacon, captivating two million Southeast Michiganders on a weekly basis. ¹



FEATURED PROGRAMS



In showcasing Detroit's vibrant cultural landscape, Detroit PBS offers a diverse lineup featuring Great Performances, Detroit Performs Live From Marygrove, Poetry in America, and Masterpiece, alongside educational content on the Create Channel, offering viewers a kaleidoscope of cultural immersion, from cooking and crafting to gardening.

Detroit PBS demonstrated its dedication by airing an average of 600 hours of arts and culture content in 2023, featuring 130 original videos spanning more than 14 hours, with a special emphasis on highlighting local artists.

Detroit PBS plays a pivotal role in the local arts scene, fostering collaborations with esteemed cultural institutions like the Charles H. Wright Museum and the Detroit Institute of Arts.

Additionally, through initiatives like the PBS Books Readers Club, we engage with both local and national authors, enriching our community's cultural landscape.

By amplifying their programs, Detroit PBS expands the reach for these institutions, leveraging the fact that **Detroit PBS supporters are three times more likely than the average resident to engage with cultural offerings.** ²



THE FUTURE OF ARTS AND CULTURE ON
THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS
The Arts and Culture Center will be a physical embodiment of our commitment to creating space for showcasing local talent, honoring our diverse community, and prioritizing accessibility to the arts for years to come.

We will be Detroit's daily pulse: WRCJ and the Detroit PBS arts team amplify Detroit's impressive arts scene, with a boost from being located under one roof in the heart of Detroit's cultural center.

We will have turn-key performance capture: Seven separate spaces standing ready to record any type of performance, from a quintet to a dance troupe.

We will be audience-ready: The Welcome Center opens to a 6,000 square foot outdoor courtyard and a 5,000 square foot performance studio with flexible seating to host 300 people for a screening or more than 150 people for a dinner.

JOURNALISM & PUBLIC AFFAIRS

We aim to improve quality of life in Greater Detroit by sharing authentic stories of real citizens and stimulating conversations.

Our programming spans local news, community events, social justice, environment, education, and more, offering in-depth, unbiased coverage.



A BALANCED AND INFORMED DEMOGRAPHIC



Beyond the Ballot Box: Examining the 2022 Election Process in Detroit, a feature by One Detroit, in partnership with The Detroit Free Press.

The Detroit PBS journalism programming audience is notably diverse, encompassing a balanced mix of gender, age, and race within our community.

Moreover, to reflect an even broader and inclusive viewership, our audience spans the political spectrum¹, with viewers being 75% more likely than non-viewers to have voted in the last year.²

NOTABLE PARTNERSHIPS



Detroit PBS is leading the way in community engagement, forming partnerships with key media outlets to enhance our impact.

Through collaborations with esteemed platforms like the Detroit Free Press, The Detroit News, BridgeDetroit, Michigan Radio, WDET-FM, MLive, Bridge Michigan, and PBS Newshour, we deliver impactful content that resonates with viewers through the power of collaboration, fostering an informed citizenry.



THE FUTURE OF JOURNALISM ON THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS

The Center for Engaged Journalism will serve as a collaborative media hub, providing technical resources and expertise for digital newsrooms to reach broader audiences, capturing local perspectives and needs, producing responsive news coverage, and honoring Detroit's industrial heritage in every story.

We will be a hub for media collaboration: The new campus will be a convening space where members of the media and community partners can access technical facilities and video expertise. By bolstering video capabilities for emerging digital newsrooms, Detroit PBS will help a wider variety of news content reach larger digital audiences.

We will be a platform for Greater Detroit voices: With a central location and wired production-ready meeting rooms, Detroit PBS will capture insights from community members, providing local perspectives on the needs of Metro Detroiters.

We will produce fast and responsive news: A ready-to-shoot studio will quickly turn expert interviews and town hall conversations into digital news coverage.

We will honor Detroit's history: By using the original brick façade of the historic site as a production set, our locally-owned journalism programming, One Detroit and American Black Journal, will display a piece of Detroit's industrial heritage in every story.

ENERGY & ENVIRONMENT

We serve as the premier regional news and information hub for Great Lakes enthusiasts, fostering awareness, understanding, and stewardship of this vital ecosystem.

Through our diverse array of media platforms and educational initiatives, we strive to inform, engage, and empower communities across the basin, addressing critical environmental issues and inspiring action towards a sustainable future.



NOTABLE PARTNERSHIPS: GREAT LAKES NEWS COLLABORATIVE

Great Lakes Now (GLN) collaborates with Bridge Michigan, Michigan Radio, Circle of Blue, and the Narwhal to amplify Michigan residents' voices on water issues through initiatives like "Water's True Cost" and "Refresh," while also partnering with PBS to host nationwide climate town halls.

GLN's monthly Premiere watch parties for its international audience provide behind-the-scenes insights and direct interaction with reporters, experts, and organizations featured in upcoming episodes. **Livestreamed on Facebook and YouTube, these events saw 13,800 views across 10 gatherings last year.**

Our participation in the TED Climate Summit further highlights our global commitment to addressing climate challenges.

EXPANSIVE REACH

U.S. GLN Broadcast Coverage (January 1, 2023 – December 31, 2023)

- Aired on 39 channels across 22 markets in states with notable expansion into Indiana and New York based on audience demand analysis.
- GLN recorded 1,565 total broadcasts on PBS stations.
- Estimated over 2 million broadcast viewers from January 1, 2023, to December 31, 2023.



THE FUTURE OF ENVIRONMENT ON THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS

Our new campus will serve as a central hub for collaboration, engagement, education, advocacy, energy efforts, and production—all aimed at fostering a more sustainable future and celebrating the Great Lakes region.

We will serve as a centralized collaboration hub: Our new campus will be the central location for collaborative efforts with esteemed partners like Bridge Michigan, Michigan Radio, Circle of Blue, the Narwhal, and others in the Great Lakes News Collaborative.

In this space, we will be able to facilitate events and training sessions to support media organizations in enhancing their environmental coverage through collaboration.

We will elevate environmental engagement: The new campus will offer dedicated spaces for hosting events, workshops, and digital watch parties, enhancing engagement opportunities for both local and international audiences. These physical events will complement our online presence, providing immersive experiences and fostering stronger connections with viewers and partners.

We will amplify climate advocacy: By providing a platform for hosting TED Climate Summit sessions and other climate-related events, the new campus will magnify our advocacy efforts on a global scale. Serving as a hub for convening experts, policymakers, and community leaders, this space will drive meaningful action towards a more sustainable future.

We will house integrated production facilities: Our new campus will include state-of-the-art studios and editing suites, enabling us to produce high-quality content more efficiently. With advanced technology and dedicated workspaces, our team can streamline workflows, create compelling storytelling, and enhance the quality of our broadcast and online content.

PRODUCTION PARTNERSHIPS

We aim to empower grassroots organizations by providing essential resources for hybrid events, high-quality video production, and digital distribution.

Collaborating with key regional organizations spanning mental health, literature, public affairs, and cultural celebrations, we amplify their impact and expand their reach to a wider audience.



BRINGING EVENTS TO LIFE



Our mobile production team offsite capturing high-definition video.

In 2023, our mobile production truck captured and streamed high-definition video from diverse locations, ensuring dozens of live events were expertly produced and broadcasted to wide audiences.

This state-of-the-art technology brought the excitement of live events directly to viewers' screens, whether at home or afar, fostering connections across communities and creating memorable moments.

NOTABLE PARTNERSHIPS

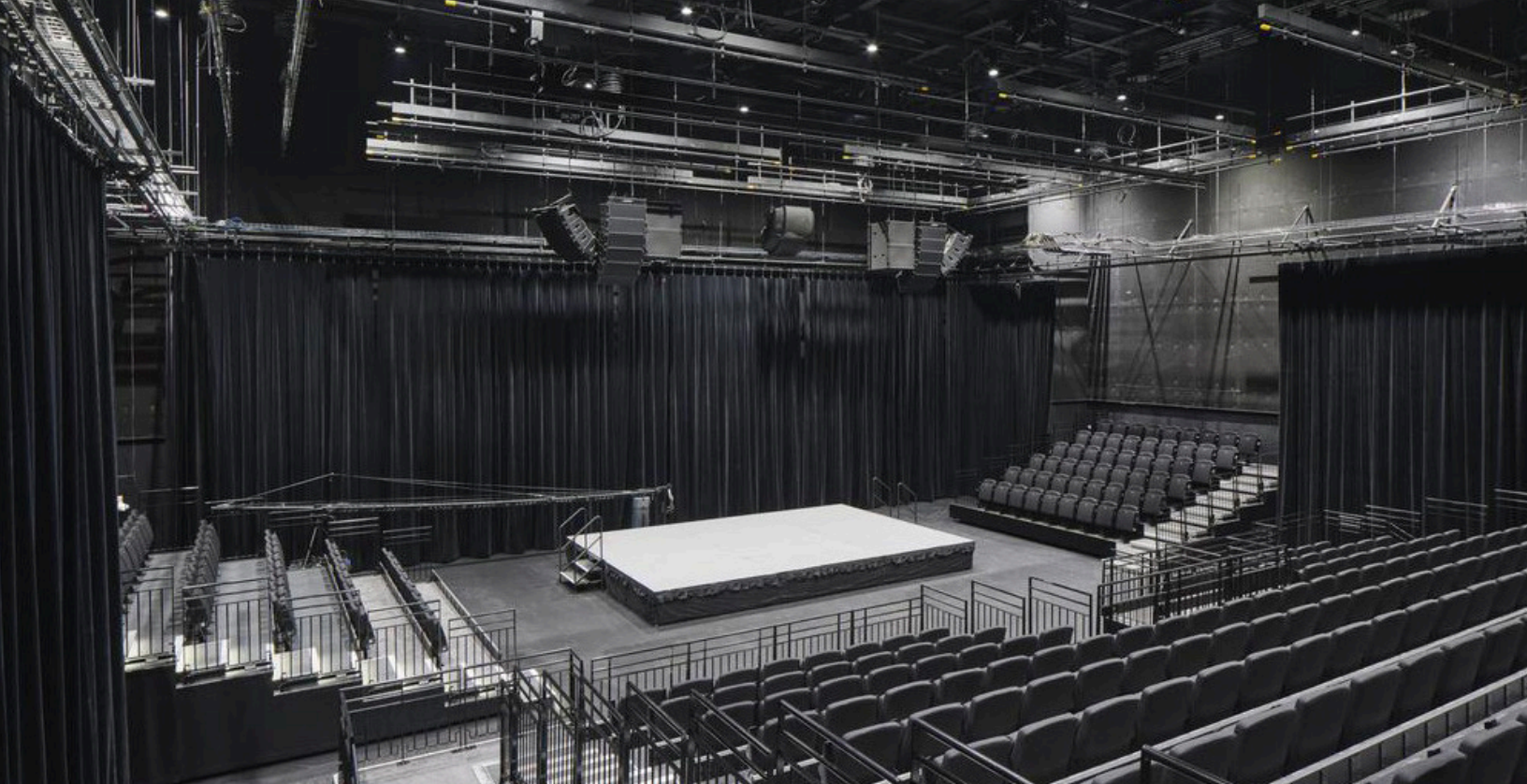


The Michigan Association of Broadcasters, Broadcast Excellence Awards, awarded "Visions of America: All Stories, All People, All Places" in the "Public Television: Use of Multi-Platform Media—Long Form" category. Detroit Public Television, in collaboration with PBS

Our production team partners with prestigious institutions like the Detroit Regional Chamber, Library of Congress, Solutions Journalism, University of Michigan, and Detroit Jazz Fest.

Additionally, 1,800 libraries co-stream Detroit PBS digital events on the PBS Books platform, expanding our impact across diverse communities.

Images from Left to Right: Detroit Policy Conference, Detroit PBS is the sole streaming partner of the Mackinac Policy Conference, 2021 Library of Congress National Book Festival produced by Detroit PBS | Data Cited: (2) City Square Associates, Internal Research, 2023



THE FUTURE OF PRODUCTION ON OUR CAMPUS

The Fred and Barbara Erb Public Media Campus will provide a versatile venue for partner events, equipped for large indoor and outdoor gatherings with multiple production-ready locations for filming or streaming.

Capture Partner Events: Whether hosting a conference or staging a dance troupe, we can accommodate large audiences indoors and outdoors and have multiple locations wired and production-ready for filming or streaming.

Be a Hub for Journalism: From participating in care-giving initiatives with Solutions Journalism to forming collaborations with esteemed institutions like Wayne State University and UM's Knight-Wallace House, these alliances will fortify the future of local journalism.

Share Detroit's Best with a National Audience: The TED Climate Countdown and Library of Congress National Book Festival are just a few who trust Detroit Public Television to engage their content nationally.

90.9 WRCJ

We aim to capture the vibrancy of Detroit's classical and jazz music scenes, amplifying the diverse voices and performances of both genres across the airwaves.

90.9 WRCJ is not merely a radio station; it's a cultural institution weaving the melodies of Detroit's past, present, and future. Detroit's only Classical and Jazz radio station is a shining beacon and a safe refuge, where listeners return daily to delight in music.



NOTABLE PARTNERSHIPS



DETROIT
SYMPHONY
ORCHESTRA



ANN
ARBOR
SYMPHONY
ORCHESTRA

**Detroit
Opera**

**MICHIGAN
PHILHARMONIC**
Nan Washburn, Music Director & Conductor

90.9 WRCJ stands as Detroit's sole classical radio station, resonating with **over 150,000 listeners locally and worldwide.**¹

As the station gears up to commemorate its 20th anniversary in 2025, reflections on our many transformative collaborations underscore its founding, marking a pivotal moment in bringing

classical and jazz music back to the Detroit region. Throughout its journey, 90.9 WRCJ has cultivated robust performance partnerships with leading arts organizations such as the Detroit Symphony Orchestra, the Detroit Opera, Ann Arbor Symphony Orchestra, and Michigan Philharmonic, contributing to the cultural vibrancy of the community.

Images from Left to Right: Aretha's Jazz Cafe, WRCJ Team hosts dozens of hours of live radio weekly, WRCJ Team in current studio space. | Data Cited: (1) Nielsen Ratings and WRCJ Sprout Social Statistics, 2023



THE FUTURE OF 90.9 WRCJ ON THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS
The new 90.9 WRCJ studio will spotlight the wealth of talent in our community, utilizing state-of-the-art audio technology to ensure clarity and depth in every note and nuance, while also enhancing our partnerships and programming.

We will host live audiences: Whether inviting hundreds of guests to a performance in the outdoor courtyard or a few friends to an intimate studio show, 90.9 WRCJ will be a destination for unforgettable live concerts.

We will capture incredible performances: The performance studio will be equipped to capture both audio and video, amplifying the city's best performances across multiple platforms.

We will elevate Detroit's music scene: With an easily accessible studio, 90.9 WRCJ will invite partners to talk about upcoming programs, bolstering the region's cultural institutions and showcasing great performances for a broad audience.

We will benefit by sharing a campus with Detroit PBS: The centralized campus will make operations more efficient and 90.9 WRCJ will collaborate with the Detroit PBS Arts & Culture initiative to elevate performances across multiple platforms.

For more information, please contact:
Jenna Moritz, Director Philanthropic Giving
Detroit PBS and 90.9 WRCJ
jmoritz@detroitpbs.org



Watch an overview of our plans for
the Fred and Barbara Erb Public Media Campus.



www.detroitpbs.org