



# 2025 IMPACT REPORT

January 2025 - December 2025





Meeting  
you where  
you are,  
always.

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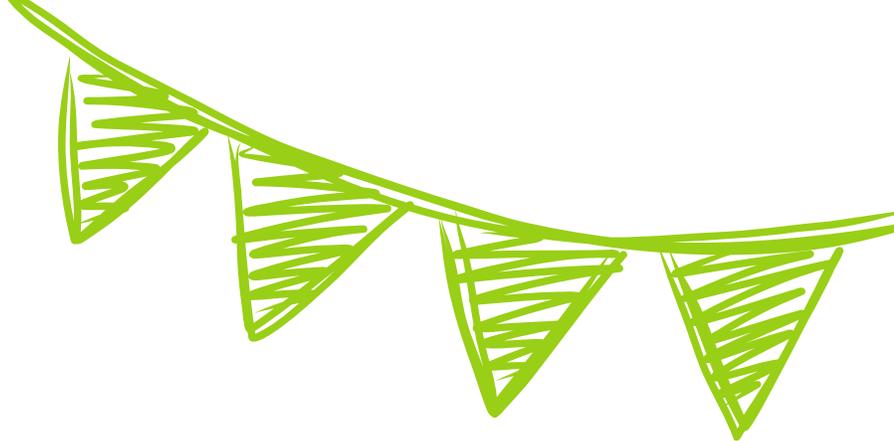
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Dear Friends and Partners,

It is my great privilege to share this Early Learning Impact Report with you—a reflection of what is possible when a community comes together in service of its youngest learners.

At Detroit PBS, we believe that learning begins at birth and that every child deserves access to high-quality, trusted, and engaging educational experiences. Through PBS KIDS, the Michigan Learning Channel, our Neighborhood Model, and our community partnerships, we strive to meet families where they are—supporting early literacy, social-emotional development, and lifelong learning at home, in classrooms, and across our neighborhoods.

The programs and stories highlighted in this report reflect our deep commitment to equity, access, and opportunity. From family engagement initiatives to educator partnerships and community-based learning spaces, our work is grounded in strengthening systems that help children enter school confident, curious, and prepared for success.

None of this work happens alone. It is made possible by dedicated educators, caregivers, partners, funders, and supporters who share our belief in the power of public media to strengthen communities and expand educational opportunity. As you explore these pages, I hope you see not only our reach and outcomes, but also the care, collaboration, and purpose that bring this work to life. Together, we are building stronger foundations for learning—one child, one family, and one neighbor at a time.

With gratitude,  
Dr. Omar Hakim  
Vice President of Education  
Detroit PBS



# A Cradle-to-Career Commitment

## Supporting Learners at Every Stage of Life

Learning begins at birth and continues throughout life. While early childhood lays the foundation for future success, learners thrive when education is reinforced with trusted tools, real-world experiences, and strong community support at every stage.

Detroit PBS supports learners from cradle to career—bridging early learning, classroom education, and workforce readiness through trusted media, community engagement, and statewide partnerships.

### Our Work & Impact

- Curate, create, and share high-quality educational content
- Expand engagement across digital, broadcast, and community platforms
- Build and sustain learning communities and partnerships that extend access and deepen impact

### Early Learning | Ages 0–8

Supporting young learners, families, caregivers, and educators during the most critical years of development.

#### Focus Areas:

- Literacy
- Math
- Social-Emotional Learning

#### Leverages:

- PBS KIDS
- Michigan Learning Channel
- PBS LearningMedia

### The Approach:

#### Detroit PBS Neighborhood Model

A multipronged, community-based approach that activates research-backed educational assets to drive engagement, strengthen family learning, and improve outcomes—building momentum from the earliest years forward.





## Michigan Learning Channel (MLC) | Grades PreK–12

A free, statewide education service delivering trusted, standards-aligned learning for students, families, and educators across Michigan.

### Focus Areas:

- Standards-aligned academic learning (Literacy, Math, Science, Social Studies)
- At-home enrichment and classroom reinforcement
- Educator support and instructional confidence
- Family engagement in learning

### Leverages:

- Free statewide broadcast, streaming, and on-demand access
- Curriculum co-designed with Michigan educators
- Lesson guides, professional development, and educator tools
- Summer learning, literacy initiatives, and STEM programming
- Partnerships with schools, ISDs, libraries, and community organizations

[www.detroitpbskids.org](http://www.detroitpbskids.org)

## Future of Work Ages 8 to Adult



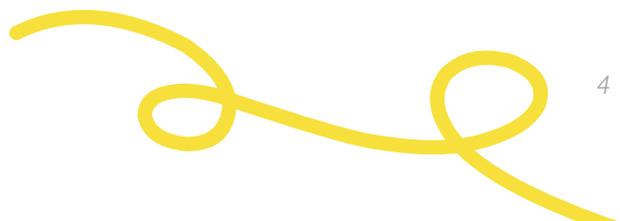
Connecting learning to life beyond the classroom by preparing students and communities for the evolving workforce.

### Focus Areas:

- Career awareness and pathway exploration
- Workforce readiness and 21st-century skill development
- Youth voice, leadership, and civic engagement
- Lifelong learning and career adaptability

### Leverages:

- Real-world storytelling and career-focused media
- Industry, employer, and community partnerships
- Hands-on learning experiences and youth advisory boards
- Media creation, digital literacy, and storytelling opportunities





# Detroit PBS' Neighborhood Model

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Detroit PBS' Neighborhood Model strengthens the local learning ecosystem by supporting the adults, organizations, and systems that surround children. Through collaboration with educators, community partners, and families, the model expands access to high-quality educational resources that spark curiosity, build confidence, and support learning across home, school, and community settings.

## Five Core Components:



**Family Engagement** – Connecting families to joyful, accessible learning experiences that support early learning at home.



**Community & School Partner Engagement** – Working alongside schools and community organizations to expand learning opportunities and connect families to trusted resources.



**Resource Distribution** – Providing consistent access to literacy materials and educational tools across neighborhoods and throughout the year.



**Professional Learning for Early Educators** – Strengthening the skills of educators and caregivers through ongoing professional development.



**Uplifting Community Stories of Impact** – Elevating stories that highlight the strength, resilience, and impact of educators, families, and community partners.





## Model in Action: Brightmoor

Since 2018, Detroit PBS has become a trusted partner in the Brightmoor community, working alongside families, caregivers, educators and local organizations to provide high-quality early childhood resources and engagement. Through these deep relationships, Detroit PBS continues to strengthen connections and document the positive, lasting impact its work is having on young children and their families.

### PBS KIDS EVENTS IN BRIGHTMOOR

**28 events**  
in and around Brightmoor

**1,800+**  
participants

Sourced from AirTable tracking,  
Zip Codes 48223, 48219

### PBS KIDS EVENTS IN SOUTHWEST

**30 events**  
in and around  
Southwest Detroit

**585+**  
participants

Sourced from AirTable tracking,  
Zip Codes 48208, 48209, 48210,  
48216, 48217

## Model in Action: Southwest Detroit

The Detroit PBS education team has been deeply engaged in Southwest Detroit since 2022, working to enhance the early childhood ecosystem through high quality opportunities for families and educators. The team partnered with family engagement representatives within the Southwest Detroit Neighborhood who completed a six-month fellowship to create projects that responded to the unique needs of their organizations



# Spotlight Programs

## IN ACTION | ONGOING PBS KIDS in the Neighborhood



PBS KIDS in the Neighborhood is an ongoing Detroit PBS education initiative that brings free, playful learning experiences directly into local communities across Southeast Michigan.

Through pop-up neighborhood events featuring beloved PBS KIDS characters, hands-on activities, and literacy-based play, the program connects children and caregivers with trusted educational resources while sparking joy, imagination, and meaningful moments of learning together.

### IMPACT AT-A-GLANCE

**41 events**  
across Southeast Michigan

**1,200+**  
participants



**IN ACTION | ONGOING**

# Exceptional Educator Program and Valued Partner Program



The Exceptional Educator Program uplifts communities by recognizing early childhood educators, teachers, and caregivers who go above and beyond to support children and families. Through nominations and public recognition, Detroit PBS celebrates the dedication, creativity, and leadership of those shaping confident learners and stronger communities—amplifying stories that reflect the real, everyday impact educators make.

Community partners also play a vital role in lifting their communities and expanding access to high-quality early learning. Through bi-monthly Early Childhood Collaborative Partner Meetings, the PBS Education team brings partners together to preview initiatives, share insights, and collaborate—strengthening relationships and amplifying collective impact across Michigan.

Because it takes a village—and these are the individuals and organizations who shine.





**IN ACTION | MARCH 2025**

## **Carl The Collector Screening at the Michigan Science Center**



In partnership with the Michigan Science Center, we hosted an all-day screening of the new PBS series Carl the Collector, welcoming families to experience the adventures of Carl, a warm-hearted autistic raccoon who loves collecting treasures and spending time with friends and family in Fuzzytown.

To create an inclusive environment, exhibits were adapted with reduced lighting and sound to support a sensory-friendly experience. Community partners were also present to share autism resources and information with attending families, extending the event's educational reach while ensuring a welcoming and comfortable day for all participants.



### **IMPACT AT-A-GLANCE**

**384**

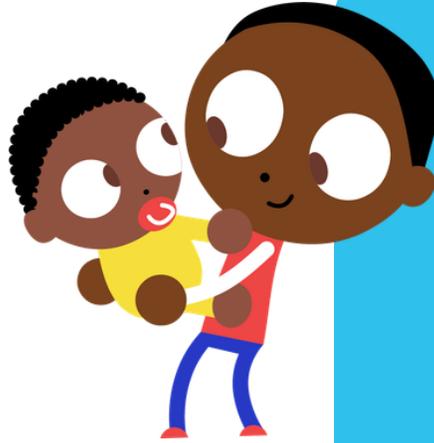
registered attendees  
(does not include  
Michigan Science  
Center guests who  
joined onsite)

**7**

Community Partners  
that engaged with  
families and provided  
trusted resources at the  
MiSci event

IN ACTION | MAY 2025

# Community Baby Shower



## IMPACT AT-A-GLANCE

**60+**

expecting and new families attended, connecting caregivers to early childhood resources and support.

**10+**

community partners engaged, providing trusted guidance on infant health, safety, and early development.

Dozens of early learning and wellness resources distributed, including books, PBS KIDS materials, and essential baby supplies to support families from day one.

In 2025, Detroit PBS' Education Team hosted a Community Baby Shower in partnership with New St. Paul Head Start, welcoming more than 60 expecting and new families. The event celebrated caregivers while connecting families to trusted early childhood resources focused on infant health, safety, and early development.

Families engaged with community partners, explored PBS KIDS educational materials, and received take-home resources that support learning and well-being from day one—reinforcing Detroit PBS's commitment to supporting families through education, connection, and joy.





IN ACTION | AUGUST 2025

# Be My Neighbor Day



Be My Neighbor Day is an annual, free, family-centered event hosted by Detroit PBS that brings kindness, learning, and connection to life through hands-on activities, story time, music, and trusted local resources. In partnership with community organizations, it creates an inclusive, joyful space where children and caregivers can learn, play, and connect—supporting Detroit PBS’s mission to help every child in Southeast Michigan thrive.

The event is 100% free for families, made possible by the generous support of donors and community partners.



## IMPACT AT-A-GLANCE

**1,000+**

attendees engaged in hands-on activities, music, and story time

**40+**

partners provided community resources and family activities

**100%**

free entry for families, supported by supporters and donors



**“I really appreciate how hard you guys go for our community. I feel like a kid and enjoy my time with my kids and make everlasting memories with them.”**



IN ACTION | FALL 2025

## School-To-Home Kits



This year, the Michigan Learning Channel expanded literacy support through bilingual School-to-Home Kits that extend learning beyond the classroom. Each kit included hands-on resources and QR-linked digital tools, equipping children and caregivers with practical, standards-aligned materials to build reading and writing skills together at home.



## IN ACTION Calming Stations



Detroit PBS KIDS and Priority Health installed tree-shaped “Calming Stations” in Detroit Public Library branches, creating spaces where children can practice emotional regulation and stress management. Each station offers calming kits, meditation audio, sensory tools, and mental-health-focused books, providing families with accessible resources to support emotional wellness.



# How Far We Reach (2025)

In 2025, Detroit PBS KIDS Early Education initiatives expanded their reach across broadcast, streaming, digital, and community platforms, connecting families, caregivers, and educators with trusted early learning resources wherever they access media.

Through the combined efforts of Detroit PBS KIDS, the Michigan Learning Channel, and Tara at Detroit PBS, our Early Education ecosystem delivered millions of learning touchpoints—ensuring children and families across Southeast Michigan could engage with high-quality educational content at home, in classrooms, and in their communities.

## Digital & Social Reach

**1.2+ Million**

Total Early Education social impressions

**112K+**

Total Early Education social video views

**+ 1.1K**

Net new social followers added in 2025

## Broadcast & Streaming Reach

**988K+ Households**

Reached through broadcast channels

**69,743,349**

Total Detroit PBS KIDS streams

**1.7+ Million People**

Total estimated audience reached



Source: Detroit PBS internal analytics, including Sprout Social, DOMO streaming analytics, and Nielsen-based broadcast estimates. Metrics represent combined Early Education ecosystem performance, inclusive of Michigan Learning Channel, Detroit PBS KIDS, and Tara at Detroit PBS accounts and distribution platforms (2025).

## 2025 Event & Engagement

**168**  
**events**

throughout the year

**4,800+**  
participants

Sourced from AirTable tracking.





Your **Detroit PBS** Education Team is here to connect with you—sharing resources that spark joy for your family. We're proud to be part of the communities we love and serve!

# Meet the team!



**Maria M. | Education Coordinator**

Supports outreach, social media, and Spanish-language workshops, helping connect more families with Detroit PBS learning resources.

**Shernita R. | Engagement Specialist**

Connects educators statewide with Michigan Learning Channel resources and champions innovative teaching and student voice.

**Yolanda E. | Community Education Specialist**

Connects Detroit PBS with families, schools, and community partners, bringing 30 years of experience strengthening engagement across Detroit.

**Jeni S. | Director, Education Operations**

Coordinates Detroit PBS education efforts from early childhood through career pathways, drawing on years of experience in schools.

**Tara H. | Director, Early Childhood**

Leads early childhood initiatives, helping parents and educators support young learners across Southeast Michigan.

**Dr. Omar H. | Vice President, Education**

Leads Detroit PBS education strategy, expanding partnerships and access to high-quality learning resources for students, educators, and families.



**Join the FUN!**



**SCAN HERE TO FOLLOW ALONG FOR MORE DETROIT PBS KIDS COMMUNITY EVENTS**

<https://qrco.de/bddbq4>

**Stay in Touch!**

**detroitpbskids.org  
michiganlearning.org**



@michiganlearning  
@detroitpbskids  
@taradetroitpbs

**education@detroitpbs.org**

The team behind the learning. Top row (L–R): Maria, Shernita, Yolanda, Jeni, Front row (L–R): Tara, Omar

# Quality Over Quantity: Why Educational Media Matters

Parents and educators often worry about screen time—and rightfully so. But research from leading child development organizations shows that the quality of content matters far more than screen time alone. Educational media like PBS KIDS is fundamentally different from passive entertainment

## What Makes Educational Media Like MLC & PBS KIDS Different

- Curriculum-based design developed with educational consultants
- Research-validated effectiveness for video and digital learning
- Age-appropriate content designed for cognitive development
- Active learning that encourages interaction and problem-solving

## What the Research Says

- American Academy of Pediatrics: Educational programs can improve cognitive, literacy, and social outcomes.
- Zero to Three (2020): High-quality media combined with parent engagement benefits children's development.
- U.S. Department of Education: PBS KIDS programming supports significant early literacy gains.

## Screen Time Guidance

Child development experts recommend that screen time for young children focus on high-quality educational programming. The American Academy of Pediatrics recommends limiting screen time for children ages 2–5 to about one hour per day, ideally watched together with a parent or caregiver.

## The Key Difference

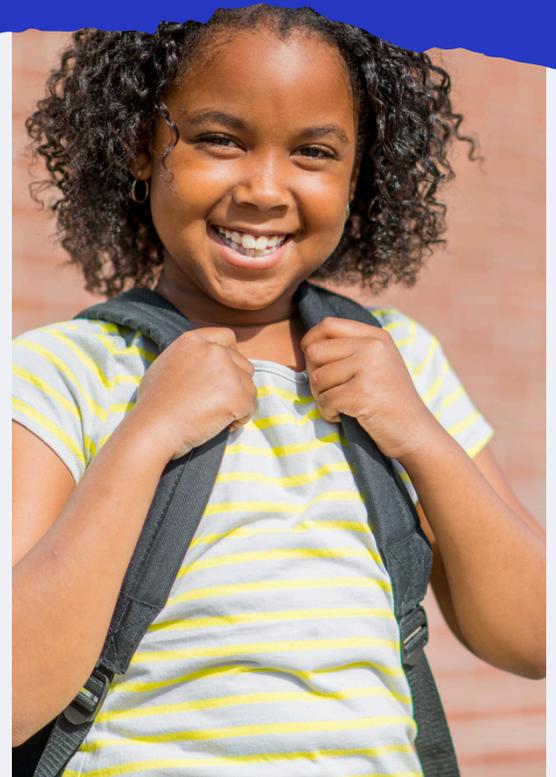
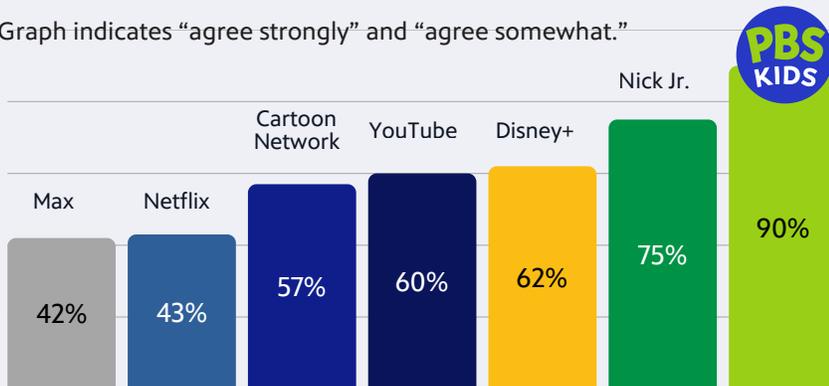
Educational media like MLC and PBS KIDS, combined with parent engagement, leads to measurable learning outcomes.

When families watch together and talk about what they're seeing, screen time becomes learning time.

For generations, families have trusted PBS to deliver educational content grounded in research, care, and public service. From early childhood through lifelong learning, PBS programming has supported curiosity, confidence, and critical thinking in homes and classrooms nationwide.

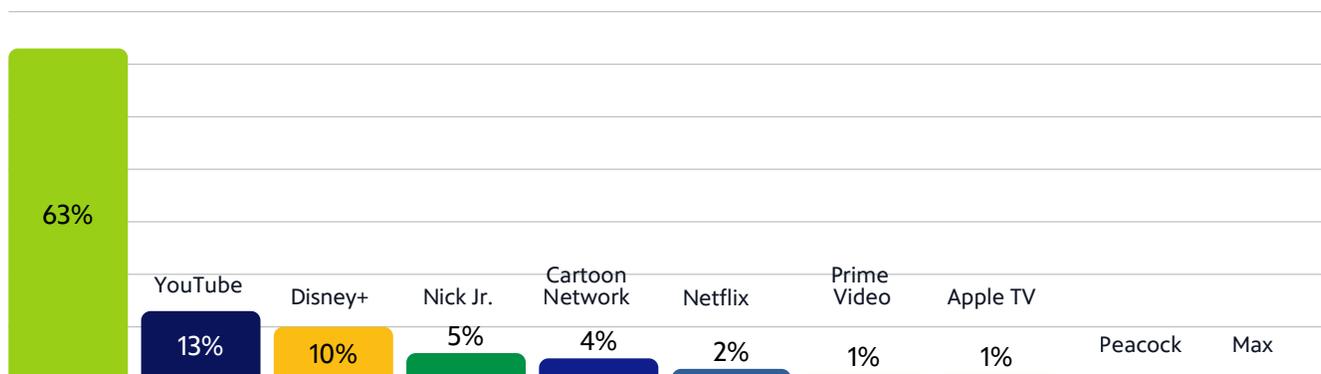
Parents say PBS KIDS  
**helps prepare children for success in school.**

Graph indicates “agree strongly” and “agree somewhat.”



PBS KIDS named  
**most educational media brand.**

Graph indicates “most educational.”





88%

of parents agree that PBS is a trusted and safe source for children to watch television, and play digital games and mobile apps.



PBS KIDS averages 16 million monthly users and over 350 million monthly streams across digital platforms.

(Source: Google Analytics, Jan - Dec 2024, pbskids.org, PBS KIDS mobile, CTV, and games app.)

76%

of respondents agree that PBS stations provide excellent value to their communities.

PBS stations reach more children in low-income homes than any of the children's cable TV networks in one year.

(Source: Nielsen NPOWER, L+7, 9/25/23 - 9/29/24, M-Su 6A-6A Reach (000), PBS stations, select children's cable networks, K 2-11, H Inc<\$40K, 50% unif., 1+ min.)





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