



DPTV & DETROIT PBS KIDS

2023 Impact Report

As we head into 2024,
let's take a look back on our 2023 year in review.

Here's what we're most proud of!





DPTV & DETROIT PBS KIDS

Devoting time and efforts to ensure educators and families have the resources they need to help kids succeed

Our education initiative team, Detroit PBS KIDS offer a wide range of instructional content and support for families, caregivers, educators, and students. Our education teams are dedicated to meaningful outreach and effective community engagement to ensure children's academic success.



#1 Core Belief PUBLIC MEDIA & EDUCATION PARTNERSHIP

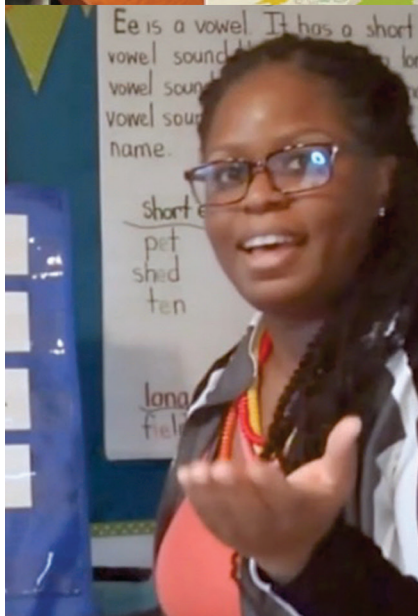
We acknowledge our responsibilities, the opportunities, and the roles we play as professionals in both public media and education. Our pledge is to continuously enhance our performance and provide exceptional service in every aspect of our work. This commitment is rooted in our unwavering dedication to the betterment of our community, achieved through the powerful synergy of collaboration between public media and education.

Neighborhood Model

- As a public media station we inspire, educate, and engage the adults that surround young children. We have a wide range of partners: community centers, churches, schools, libraries, museums, laundromats, restaurants, and grocery stores.
- Our efforts in 2023 were centered around the community of Brightmoor, the East side of Detroit, and expansion to Southwest Detroit. We hope to broaden our scope to other communities in the future, to meet YOU where you are.



Clifford Joins Us Too!



Meet Our Team!

With your support, we continue to grow

This year, we added Dr. Omar Hakim as Executive Director of Education to the team. He has been tasked with bringing Early Childhood, the Michigan Learning Channel and the Future of Work Initiatives in sync to form one Detroit PBS Education Team that serves the community, *Cradle to Career*.



DETROIT PUBLIC TELEVISION *Cradle-to-Career* EDUCATION TEAM

EARLY CHILDHOOD EDUCATION



THE MICHIGAN LEARNING CHANNEL (MLC)



THE FUTURE OF WORK

...Engaging all learners and those who support them. *cradle-to-career*.

1st Thursday
PBS KIDS Playdate

Thursdays with the Education Team!

Focus on Families with young children

In 2023, we introduced our **NEW Thursdays with the Education Team!** During the school year families can find our team connecting with families in person or virtually EVERY Thursday. This was a result from listening to the communities we serve to offer a regular cadence of events.

2nd Thursday
Virtual Parent Meet Up

3rd Thursday
PBS KIDS in the Neighborhood

SCAN
For Upcoming EVENTS

4th Thursday
PBS KIDS Virtual Bedtime Stories

Baby Kits

Focus on parents of Infants and Toddlers

In 2023, we committed to reaching families from the start. **Welcoming new parents to the PBS KIDS Family!** Detroit PBS KIDS are here alongside parents and their new bundle of joy from cradle to career! In this packet, we utilize Talking is Teaching resources designed to help parents support their child's early learning and brain development. We also invite families to see us as a partner and to build their village.



Read, Write, ROAR!

And Michigan Learning Channel Content Focus on PreK-3rd Grade, 4th and 5th Grade content coming in 2024!

This year our team has had deeper engagement with K-5 students. Our Michigan Learning Channel Engagement Specialist offered STEM tours and Read Alouds at libraries and schools. The Early Childhood team featured our Read, Write, Roar Activity books at all of our events this year.

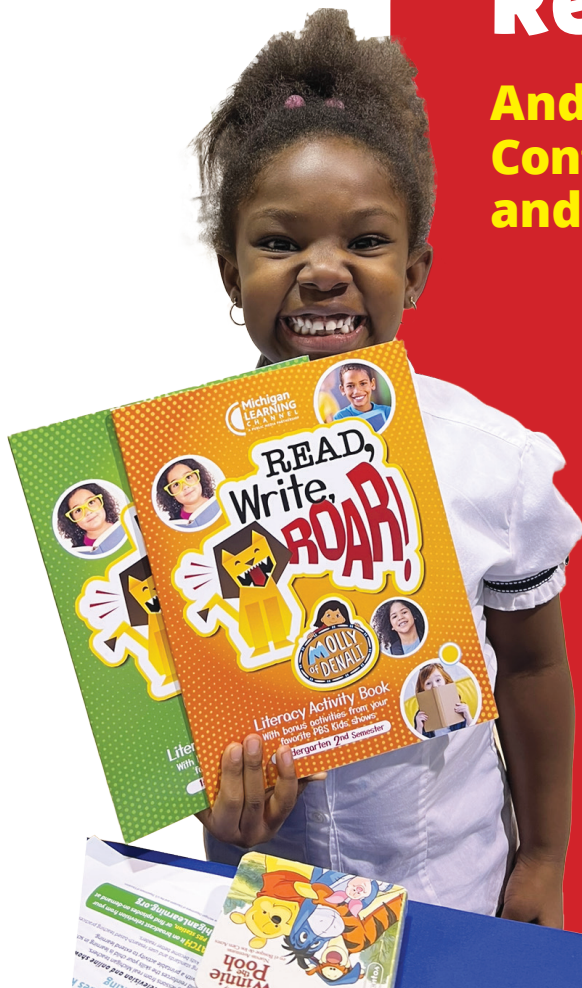
- **42,025 Early Literacy Activity Books** were produced and distributed to schools and out-of-school time partners statewide!

• Summer Activity Books

70,000 physical copies were distributed across the state by schools and community partners and at outreach events.

1,974 families downloaded a digital copy

100 Additionally more than **100** schools placed orders for books to distribute to students



Learn Everywhere

Our statewide team designed learning missions in a user friendly app that encourages families to read and earn points and prizes. We held weekly literacy events to promote this and help families get started. **We have 251 participants so far!**



Ready to Learn

PBS KIDS consistently creates new educational shows to highlight diversity and support multiple languages. These shows contain learning priorities for Everyday Literacy, World of Work, and Computational Thinking.



Educator Professional Learning

PBS KIDS and MLC partnered with the **Governor's Early Childhood task force and MiAEYC to proclaim April 21st as the Day of Infant, Toddler and Preschool Professionals.** This was delivered at the Annual MiAEYC conference in Grand Rapids to over 5000 educators. We also partnered with the governor to announce this statewide.

Educators also gathered in August to network for Advancing in Your Early Childhood Career. Organizations like MiAEYC partnered with us to help interested individuals find their pathways and learn about supports to help them excel.

PBS KIDS Early Learning Champions Program

This award recognizes and celebrates passionate educators who work with the nation's youngest students, from infants to second graders. This year's honorees were chosen for their passion and devotion to early education, strengthening the ecosystem in which children learn and innovating the teaching experience as we know it.

We nominated five **Early Learning Champions**, here they are:



Phyliss Black
United Children and Families



Rhonda Adams
Mission City



Mary Jo Vortkamp
Detroit Public Library



Marlin Franklin
Brilliant Detroit Hub

Join us in congratulating our current 2023-2024 Early Learner Champion:



Wendy LaMarr,
Black Family Development

Ms. LaMarr partners with cross sector stakeholders in early childhood, business, government and philanthropy to transform early childhood services for Detroit children and families; ensuring that young children are healthy, safe and equipped for success in kindergarten and beyond, and helping parents become their child's first and best teachers and champions. Wendy loves working with community partners and parents to help make Detroit a city that puts children first.

Community Events

Be My Neighbor Day

DPTV hosted **549** attendees at Be My Neighbor Day

We provided transportation to Wixom for families, childcare providers, and Mission City/City Covenant Church!



FOCUS: HOPE

Join us for our Looping Families Together

event with Focus Hope
February 17, 2024
11 AM-1 PM



#2 Core Belief DIVERSITY, EQUITY, AND INCLUSION

Most of our conversations begin with, “Tell us more.” Recognizing each person embarks on their educational journey from a different place, our aim is to meet you exactly where you are. Our resources are designed intentionally for all learners with respect to the diversity each individual learner, family, school, and community adds to our collective strength. Diversity, in all its varied forms, is not just embraced here; it's embedded in our practice. We actively seek partnerships with local communities to foster collaborative relationships that enable us to deliver educational content and engagement opportunities that are not only relevant and engaging but also imbued with authenticity and impact—for everyone.



#3 Core Belief ENGAGEMENT & PARTNERSHIP

Our engagement extends to all learners and everyone who takes an active role in supporting them. We engage communities and respond collaboratively with our vast partners who are industry and field leaders. We activate connections beyond the station's programming and position ourselves as an innovative, trusted public media partner in education. We strive to illustrate excellence & innovation as pioneers of new models for public media and education cross-collaboration.

Our work is personified in partnership. We understand that no entity can or should be responsible for a child's education alone. We cultivate relationships with our audience, partners, leaders and the general public to understand community needs, to inform our content and to create connections beyond our programming.



#4 Core Belief ONGOING IMPROVEMENT, IMPACT, & TRUST

We are doing great things. And we always strive to do better. We are a team of experienced Michigan educators with direct experience in Michigan schools and classrooms. Our team's educational credentials are vast, and we remain committed in ensuring our resources reflect best educational practices while meeting individual community needs. We evaluate our work to ensure impact. We are trusted stewards of public trust and allocate our financial resources with activities aligned with our investment in education.



**“My daughter loves PBS!
Having it in my neighborhood was unbelievable.
We took the bus.
Did not want to miss this!”**

“I’m a first time mom with a 1.5 year old girl. I have difficulties with anxiety and mom guilt. Looking for different groups for guidance and reassurance. Hoping to attend more of these meetings!”

“Great information presented in an AWESOME manner!!!”

Hearing From YOU!

DPTV listens to caregivers, parents, and children to find out what works best in your community, what you want to see, and how we get there. Community engagement is key in this work and there’s no better way to do that, than to be in the communities we serve.

Every other month we host a collaborative partner meeting to collect feedback and provide opportunities for networking. We hope to connect our partners with one another. We know from experience that we are stronger together and when we share resources.

“I saw Clifford when I walked in and had to get a big hug. It reminded me of when I was a kid. I’m getting my picture with Clifford!!”



Key Stats

- Macomb Reads Readers **2,050**
- Literacy Activity Books Distributed **42,025**
- Be My Neighbor Day Attendees **549**
- Metro Youth Attendees **34,000**
- Reading with Clifford Attendees **2,378**
- Summer Partner Events Participants **5,178**
- Our team’s MLC engagement specialist total outreach **7,725**
(MLC K-3 engagement outreach)
- Thursdays with the Education team events total **747 Participants**
- PBS KIDS in the Neighborhood Participants **582**
- Virtual Parent Meetup Participants **101**
- PBS KIDS Playdate Participants **39**
- Virtual Bedtime Stories Attendees **25**

**Total Detroit PBS KIDS Outreach:
97,366+**

We’ve had a 1,289% increase in community neighborhood in-person events participation since 2022!!!



**Thank you Detroit.
Thank you to our families,
community partners, and funders
we couldn't do it without you!**

Thank You for Your Support



The Lauren & Phillip
Fisher Fund for
Children & Education

Donald & Mary
Kosch

M&M Fisher
Max M. & Marjorie S. Fisher Foundation



Visit <https://tinyurl.com/EducationTeamEvents>
and follow @detroitbskids on social media to find out more.