

**DETROIT**  
PBS

**90.9**  
WRCJ

# THE CAMPAIGN FOR THE FRED AND BARBARA ERB PUBLIC MEDIA CAMPUS





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**Embracing Our Potential. Meeting the Challenge. Imagining the Possibilities.**

The Fred and Barbara Erb Public Media Campus is no longer merely an idea. With 70% of the campaign secured, construction will commence this summer, ultimately resulting in a state-of-the-art engagement and production campus that will expand how Detroit PBS and 90.9 WRCJ serve Southeast Michigan for generations.

For more than 70 years, Detroit PBS has connected this region to the arts and trusted journalism, while serving as a source of entertainment and lifelong learning. Choosing the Milwaukee Junction neighborhood of Detroit demonstrates our commitment to building on that foundation. The Erb Campus location reflects something important: confidence in public media's role as a central feature of a thriving community.

The generosity of The Fred and Barbara Erb Family Foundation and this community have made this moment possible. We are grateful to the Fred and Barbara Erb Family Foundation for their extraordinary lead \$7.5 million challenge gift, an investment that helped move this vision forward. Having met the Erb Challenge in just two years, we now look ahead to completing the campaign and bringing the campus fully to life.

We also extend our thanks to our community of viewers, patrons, and supporters who stepped forward to help meet the challenge.

But now, we must finish the work. We need your investment to fully meet the challenge of completing this project debt free. This campus is more than a building. It is a platform for creative expression, exploring the first amendment, and educational attainment. It is where we imagine what's possible, expanding how we serve, how we connect, and how we grow.

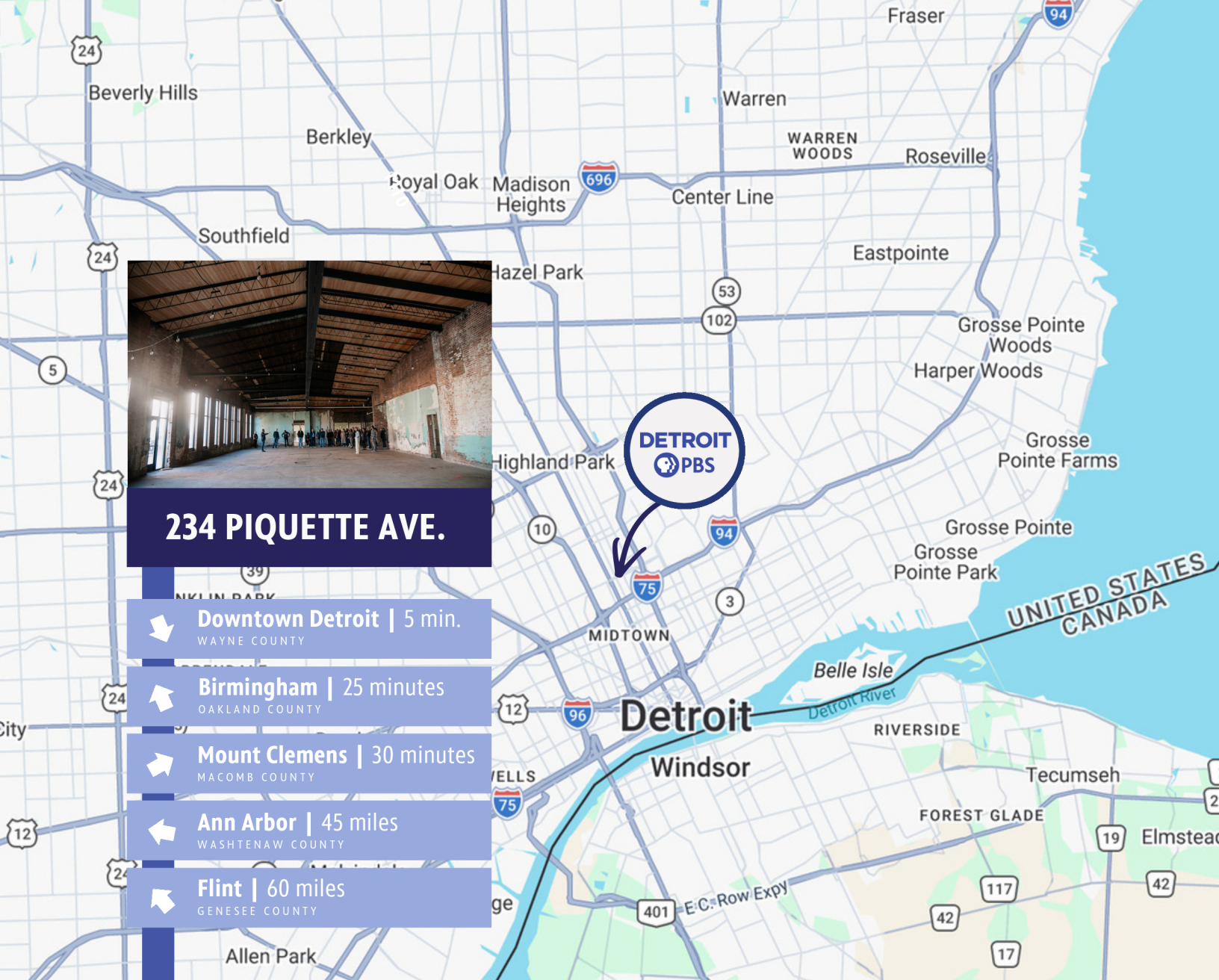
What we've raised so far allows us to open the doors. Completing this campaign will determine the level of impact we can deliver from day one.

This is a defining moment.  
A vision becoming reality.  
A campaign within reach.






We invite you to be part of what comes next.

A handwritten signature in black ink that reads "Rich Homberg".

Rich Homberg, President and CEO  
Detroit PBS | 90.9 WRCJ



**234 PIQUETTE AVE.**

- 
**Downtown Detroit** | 5 min.  
WAYNE COUNTY
- 
**Birmingham** | 25 minutes  
OAKLAND COUNTY
- 
**Mount Clemens** | 30 minutes  
MACOMB COUNTY
- 
**Ann Arbor** | 45 miles  
WASHTENAW COUNTY
- 
**Flint** | 60 miles  
GENESEE COUNTY

# Rooted in Detroit. Built for What's Next.

At 234 Piquette Avenue, we are transforming a historic industrial building into a modern, purpose-built home for public media, preserving Detroit's past while preparing for its future. Rooted in Detroit's industrial legacy, this site serves as an anchor in the ongoing revival of the Milwaukee Junction neighborhood.

By bringing 90.9 WRCJ, our newsroom, and Detroit PBS headquarters together in one central campus, we are strengthening how we operate, streamlining workflows, enabling greater collaboration and engaging the public as never before.

Our investment in how we serve this community honors Detroit's history while building for what comes next.

## A Place to Connect and Experience

Step through the doors into a space designed to welcome, inspire, and connect.

Engagement begins the moment you arrive. The Cultural Engagement Wing convenes audiences, partners, families, and the community in an environment built for connection, where live events, public forums, studio tapings, performances, and learning experiences come to life.

Behind the scenes, advanced broadcast and digital technologies extend each moment far beyond these walls. What begins here reaches audiences across broadcast, digital, and interactive platforms, meeting people wherever they are.

This is more than a destination. The Erb Campus is a connected experience designed to bring people together and strengthen this vibrant community.



## A Campus Designed for Community



The Fred and Barbara Erb Public Media Campus unites Detroit PBS and 90.9 WRCJ under one roof, marking Milwaukee Junction as a hub for culture, education, and community connection.



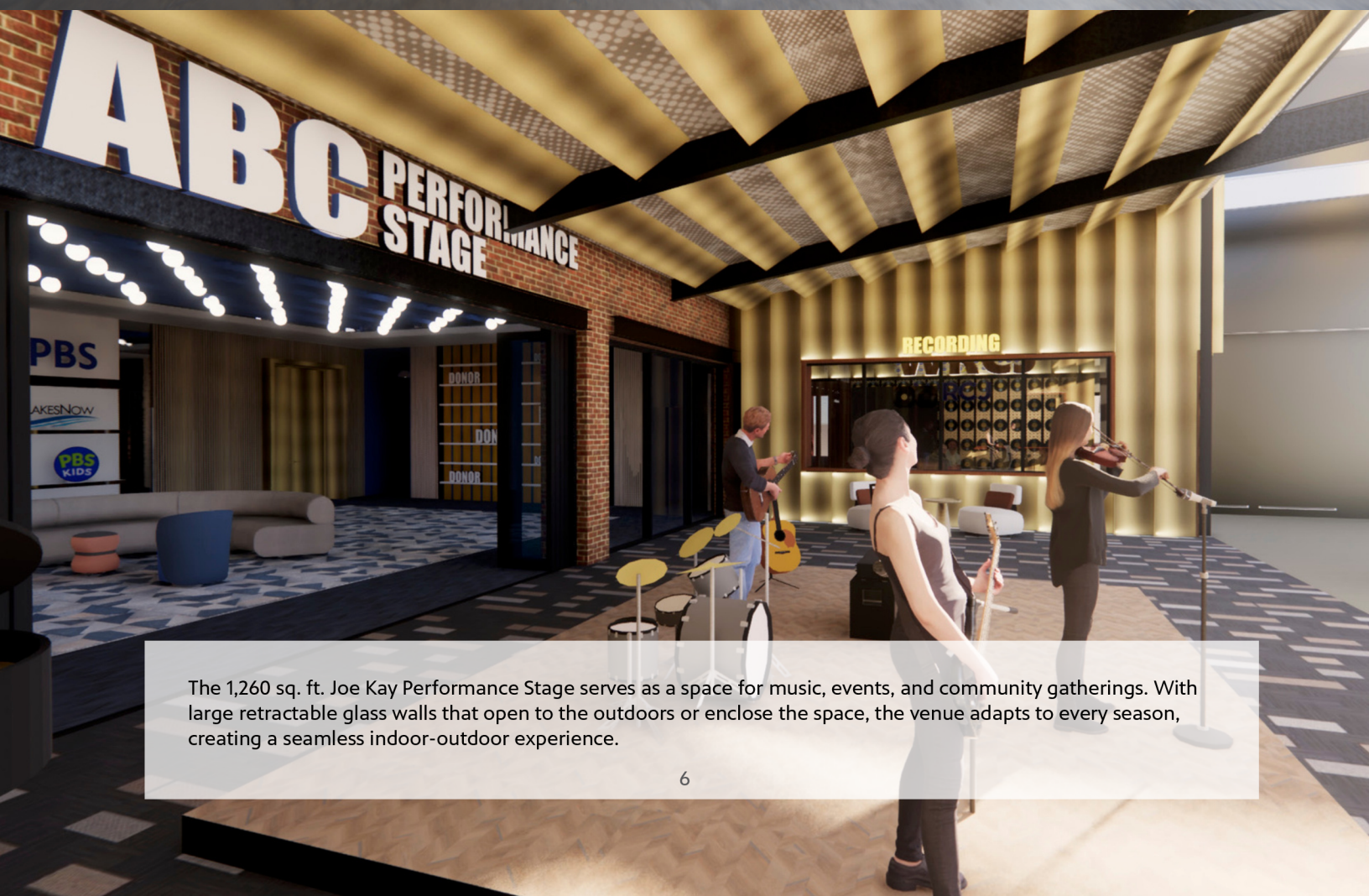
Warmer weather sees the campus spring to life with children's events, free concerts and inspiring programming in an open, welcoming setting. From shaded seating under the pavilion to a sculpture garden that honors PBS's legacy, the adaptable space is designed for events, performances, and shared experiences year-round.

## Engaging Our Community




The Welcome Center, sponsored by Gregory Haynes and Richard Sonenklar, reflects our commitment to Detroit, inclusion, and accessibility—bringing audiences, partners, and community together.

With dynamic displays, flexible gathering spaces, and seamless connections to the Joe Kay Performance Stage, the Haynes-Sonenklar 90.9 WRCJ Studio, and the Cynthia and Edsel B. Ford II Family One Detroit Studio Theater, it brings storytelling to life. Designed for indoor and outdoor use, it supports events of all sizes.



The 1,260 sq. ft. Joe Kay Performance Stage serves as a space for music, events, and community gatherings. With large retractable glass walls that open to the outdoors or enclose the space, the venue adapts to every season, creating a seamless indoor-outdoor experience.


## Where Stories Come to Life: Studio Theater and Broadcast Spaces



The Cynthia and Edsel B. Ford II Family One Detroit Studio Theater expands how Detroit PBS and 90.9 WRCJ connect with audiences, creating a dynamic space for storytelling, creativity, and community engagement.

Designed for flexibility, the studio theater supports a wide range of productions, events, and conversations, with adaptable seating for up to 250 guests. The space is fully accessible, including ADA-compliant seating, and equipped with integrated technology that brings audiences closer to the experience.


Image shown: Austin PBS Media Center, used for inspiration (not an exact rendering).




Integrated with the Joe Kay Performance Stage and Haynes-Sonenklar Welcome Center, the new 90.9 WRCJ studios, sponsored by Gregory Haynes and Richard Sonenklar, strengthen how music, storytelling, and audiences connect.

Designed for both performance and broadcast, the space includes a main studio for hosts and guests, dedicated recording booths for interviews and podcasts, and areas that support live musical performances, whether in-studio or on the adjacent stage. With modern technology and improved accessibility, WRCJ is positioned to engage audiences in more immediate and meaningful ways.

## A Space Designed for Work and Learning



The William H. Smith Family Administrative Wing brings together more than 100 team members, along with a collaborative Journalism Hub and podcast studio. This space is where the work happens behind the mission.



The Education Center advances Detroit PBS's mission to serve learners of all ages, supporting Detroit PBS KIDS, the Michigan Learning Channel, and caregiving programs.

Designed as a flexible convening space, it will host workshops, events, and community gatherings in a large, adaptable setting. The space will create opportunities for families, educators, and communities across Michigan to come together, learn, and connect.

# Proposed Floor Plan

234 Piquette: The Fred and Barbara Erb Public Media Campus



*Plan subject to change.*





## Investing in Detroit's Future

Milwaukee Junction is emerging as a growing center of activity, connected to TechTown, Midtown, and New Center, and the Fred and Barbara Erb Public Media Campus will help carry that momentum forward.

As Detroit PBS establishes its new home here, the campus contributes to the city's growth, bringing jobs, supporting local businesses, and strengthening the surrounding community.

With more than 100 employees based in the city, this investment delivers immediate and long-term impact, supporting economic vitality and continued neighborhood revitalization.

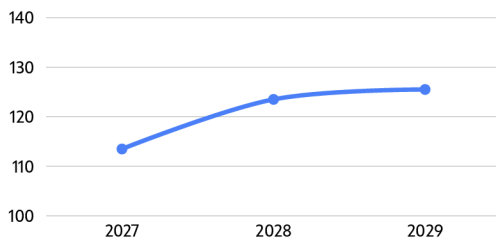
## Driving Economic Impact | Income Tax Revenue

By fall 2027, the Detroit PBS campus is expected to generate approximately \$8.6 million in income tax revenue for the City of Detroit. As the organization grows to more than 125 employees by 2029, that contribution is projected to increase to \$10.3 million.

This growth reflects the campus’s role as an expanding employment center, delivering consistent, long-term revenue that strengthens Detroit’s financial foundation and supports continued development across the city.

### Staff Count

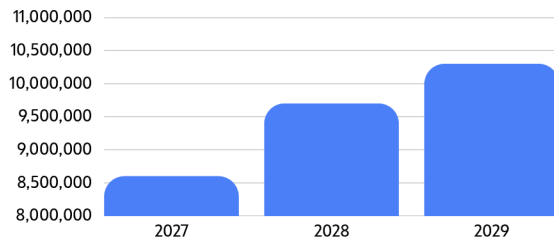
Projected number of Detroit PBS employees working at the campus.



As Detroit PBS creates more campus jobs, local families benefit from increased income and greater economic stability.

### Payroll Base

Total annual wages paid to Detroit PBS employees.



Rising wages expand Detroit’s income tax base, generating additional revenue that supports vital city services such as schools, infrastructure, and public safety.

## Bringing People to Detroit | Community Events & Economic Impact

The new campus is designed as a community-centered destination—drawing people to Detroit PBS through education, arts, journalism, and live experiences.

This steady flow of visitors contributes directly to Detroit’s economic momentum, supporting local businesses, restaurants, and the broader hospitality sector.

Based on national arts and economic impact data, this activity is projected to generate more than \$130,000 in annual local spending while supporting additional jobs in the community.

Each year, Detroit PBS expects to welcome more than 5,000 visitors through a range of programs and events, including:

- 10 workshops (up to 90 attendees each) — 900 attendees
- 10 meetings and convenings (up to 250 attendees each) — 2,500 attendees
- 3 multi-day conferences (up to 250 attendees each) — 750 attendees
- 4 concerts (up to 300 attendees each) — 1,200 attendees

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

## Campaign Financial Summary

<b>\$40,000,000</b>	Project Budget
- <b>\$10,000,000</b>	<u>Investment by Detroit Public Media</u>
<b>\$30,000,000</b>	Fundraising Goal

## Campaign Phases

### Phase I -

Building Construction & Occupancy

**\$35,000,000**

Entire staff transitions to 234 Piquette and begins operating in the new facility, maintaining current workflows and operations.

### Phase II -

Equipment & Technology Upgrades

**\$4,500,000**

Installation of advanced technology and equipment to support multi-platform content creation and audience engagement across the Engagement Center.

## Campaign Milestones



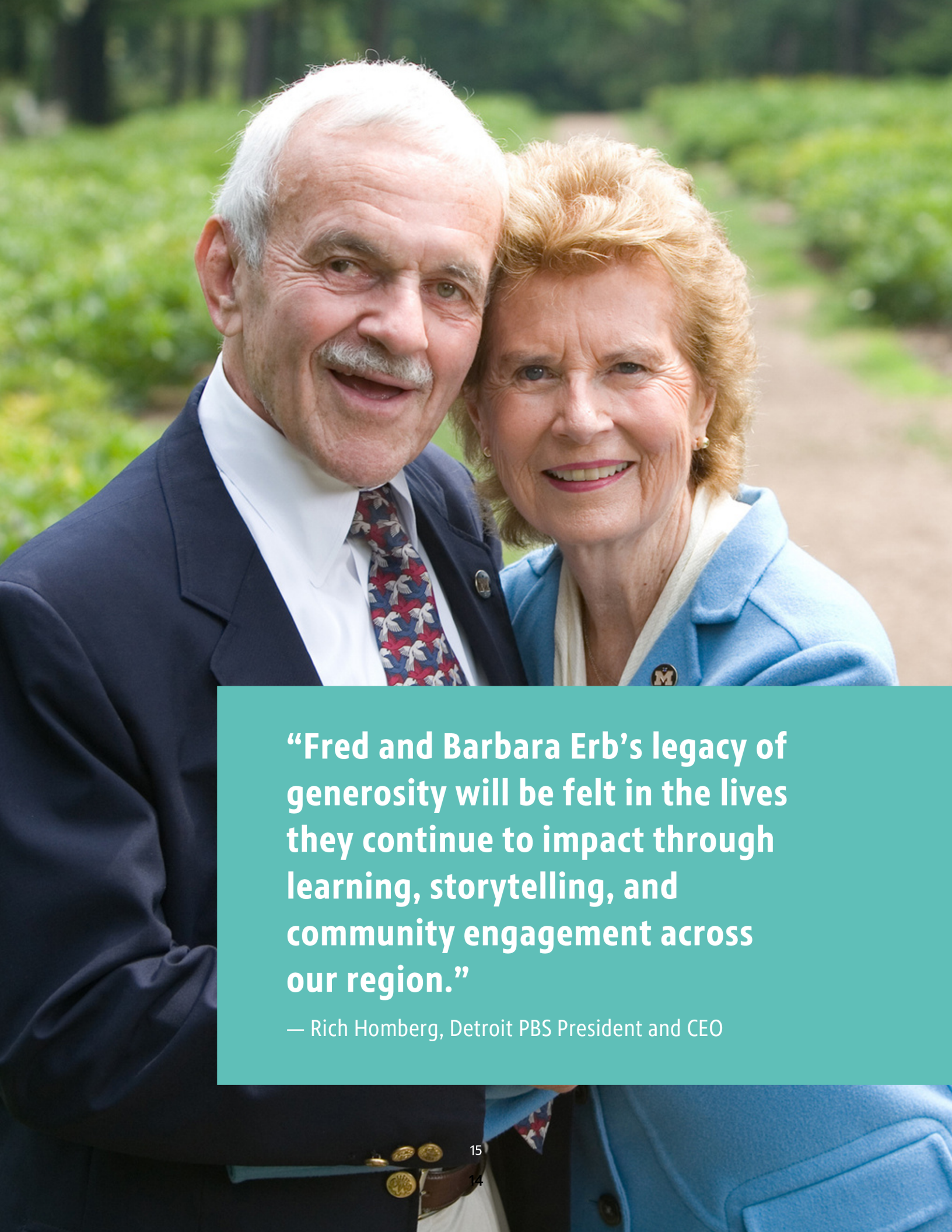


# Now is the moment to make your mark.

Embrace what's possible through the Fred and Barbara Erb Public Media Campus by lending your family's name to experiences, impact moments and spaces you can sponsor. With the support of leadership donors listed on page 19, Detroit PBS has successfully met the Erb Challenge. Now, we look ahead to completing the campaign.

Your investment will stand as a lasting reflection of your belief in the power and importance of public media in Detroit. From the Journalism Hub to the Education Center, from performance and engagement spaces to individual workstations, a wide range of opportunities remain to honor your support that will have impact for generations to come.

Additional recognition opportunities are available upon request. To learn more about how you can be part of what comes next, please contact Jenna Moritz, Director of Philanthropic Giving, at [jmoritz@detroitpbs.org](mailto:jmoritz@detroitpbs.org).



**“Fred and Barbara Erb’s legacy of generosity will be felt in the lives they continue to impact through learning, storytelling, and community engagement across our region.”**

— Rich Homberg, Detroit PBS President and CEO

*“Detroit PBS was one of only two nonprofit boards our father, Fred, served on. He believed deeply in its mission, and both he and our mother, Barbara, remained connected to the station for decades.”*

*— John Erb*

*“We are proud to honor our parents’ legacy with a gift that brings Detroit PBS back home to Detroit, where it can continue to evolve, inspire, and serve future generations.”*

*— Leslie Erb Liedtke*

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## **A Transformational Commitment**

### **The Erb Family Foundation**

Detroit PBS is honored to recognize the Fred and Barbara Erb Family Foundation for a transformative \$7.5 million challenge gift in support of the Fred and Barbara Erb Public Media Campus.

Completed in March 2026, this transformational investment reflects a deep and enduring commitment to Detroit PBS, 90.9 WRCJ, and the communities we serve.

Fred and Barbara Erb believed in the power of public media to educate, inspire, and connect. Their legacy continues through this investment—strengthening our ability to serve Southeast Michigan for generations through learning, storytelling, and community engagement.

We are deeply grateful to the Erb family and Foundation for their vision, leadership, and belief in what public media makes possible.

## Detroit PBS extends sincere appreciation to the following leaders for their service and stewardship.

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## Honoring the Riley Legacy

Through their generous support of the Riley Broadcast Center, George and Delores Riley helped make Detroit PBS's new home possible.

The recent sale of the building has moved us significantly closer to our \$30 million campaign goal for the new campus. We are deeply grateful for their lasting impact and support.

Their generosity continues to shape what comes next.



## The Fred and Barbara Erb Public Media Campus is becoming a reality thanks to the extraordinary generosity of supporters who believe in the future of public media in Detroit.

### Donors who have committed \$25,000+

Fred and Barbara Erb Family Foundation\*  
 Edsel B. Ford II Fund (Cynthia and Edsel Ford)  
 Greg Haynes and Richard Sonenklar  
 Nancy J. Henderson Trust  
 William H. Smith Family  
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 Robert & Kathy Rosowski  
 Creighton Webber  
 Geoffry Nathan  
 Carlene VanVoorhies  
 Anonymous Donors

\*Lead philanthropic challenge gift supporting the Fred and Barbara Erb Public Media Campus.

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](http://www.detroitpbs.org) | [www.wrcjfm.org](http://www.wrcjfm.org)