

DETROIT EDUCATIONAL TELEVISION FOUNDATION
DIVERSITY ANNUAL REPORT
2023
October 1, 2022-September 30, 2023

Founded in 1953, Detroit Educational Television Foundation (DETF), d/b/a Detroit Public Television, WTVS, is a non-commercial, viewer-supported public television station licensed to the Detroit Educational Television Foundation. DETF operates five broadcast channels – 56.1; 56.2 Detroit PBS Kids; 56.3 Create; 56.4 World; and 56.5 Michigan Learning Channel. DETF also manages WRCJ 90.9-FM, a non-commercial, listener supported radio station licensed to Detroit Classical & Jazz Educational Radio LLC.

Detroit Public TV (DPTV) is Michigan’s largest and most watched television station serving Southeastern Michigan, the most diverse public television audience in the country. DPTV is also the state’s only community-licensed station, meaning it operates independent of any educational, government or other institution. Its funding comes from the community it serves.

Each week more than two million people watch our five broadcast channels, in addition, nearly 200,000 people listen to our radio station, WRCJ 90.9 FM for classical days and jazzy nights. In addition, DPTV is building the next generation of public media with our rapidly growing digital presence that has grown to reach more than half a million unique visitors through our website, YouTube channels and social media platforms each month.

Our key values: Diversity, Engagement, Trust, Innovation, Excellence, and Financial Sustainability, are evident in everything we do from the engaging content we provide, to the way we work with viewers, supporters, board members and employees to the local events we host connecting DPTV with thousands of our fellow community members each year.

Our Mission

DPTV provides open access to trusted, balanced, and inspiring content and fosters essential, enriching conversations, in partnership with our diverse multi-cultural community.

Our Mission is to educate, engage, entertain, and inspire through the power of public media.

Diversity Statement

Detroit Public Television and WRCJ are committed to diversity and inclusion in our workplaces and in all aspects of our organizations through programming, community relationships and engagement, governance, and organizational culture. We value the unique ideas, perspectives, and contributions of our staff, board, volunteers, partners and the communities we serve. We embrace the creativity and innovation that result when individuals from a multitude of cultural and life experiences and communities come together.

Diversity Definition

Diversity is the quality of being different or unique at the individual or group level. This includes age; ethnicity; gender; gender identity; language differences; nationality; parental status; physical, mental and developmental abilities; race; religion; sexual orientation; skin color; socio-economic status; veteran status, work and behavioral styles; the perspectives of each individual shaped by their nation, experiences and culture—and more.

Inclusion Definition

An inclusive environment is one that is diverse and fosters a culture of respect, openness, learning, integrity, and honesty for all individuals. Inclusion requires a culture in which diverse people feel supported, recognized, and rewarded in making their best contributions to the mission of our organization.

Detroit Educational Television Foundation is committed to diversity in its workforce, management, board of trustees, and other advisors in overseeing and carrying out its broadcast responsibilities. Following is a list of achievements and activities of DETF's efforts to meet its diversity goals and objectives.

Programming

Detroit Educational Television Foundation (DETF) continued its goals to expand its offerings of new, diverse programming through more community outreach and local program productions this past year.

Arts & Culture

Detroit Performs Live From Marygrove: Detroit Performs will launch a new season of weekly shows in October 2023. Throughout the year, DPTV broadcast 10 episodes that featured a diverse range of talented Detroit performers on the Marygrove stage. Hosted by Satori Shakoor who also interviewed each of the performers.

Sphinx Finals Concert: DPTV broadcast the [annual competition concert](#) showcasing black and Latino classical musicians as well as provided access to the virtual Sphinx Conference.

One Detroit Weekend Segments: Continuing its commitment to arts and culture coverage, this year, One Detroit added a new branded segment to its weekly lineup entitled "One Detroit Weekend." The segment featured One Detroit contributors and 90.9 WRCJ Radio hosts, Peter Whorf, Cecelia Sharpe, and Dave Wagner, sharing about the wide variety of arts and culture events going on in and around the city that the Metro Detroit audience can partake in.

PBS Books: PBS Books continued to showcase its commitment to diverse voices through its weekly programming and affinity organization partnerships. PBS Books produced 52 programs of which more than 65% of the programming highlighted authors and filmmakers from historically marginalized communities. Of the programming that PBS Books curated from partners and shared more than 80% represented diverse voices.

Marking their 8th collaboration with the Library of Congress National Book Festival, PBS Books is producing a diverse series of interviews with the 2023 festival's featured authors, all focused on the festival's theme, "Everyone Has a Story". Interviews are featured on Facebook by PBS Books in partnership with local PBS member stations. For this project, eight of 11 authors represent diverse authors.

In 2023, PBS Books is also producing the multi-episode series in partnership with the Institute of Museum and Library Sciences: 'Celebrating America250: Visions of America: All Stories, All People, All Places,' which shares under-recognized stories, peoples, and places.

Live Streaming Services: DPTV regularly provides streaming services to connect events and conversations with larger audiences. FY2022 included coverage of events such as PBS Books Author Talks (for Iconic America: Our Symbols and Stories, Masterpiece, Southern Storytellers), Well Beings Town Hall | LGBTQIA+ Youth: Finding Wellbeing and Community, Finding Your Roots, and more.

Public Screenings: Public screenings continued in a virtual format throughout FY22. DPTV hosted numerous events via livestream and Facebook live that included the screening of program content followed by discussion and questions including: a watch party and panel discussion for local filmmaker Ozi Uduma's short

film [“Detroit We Dey”](#) as part of the Homegrown: Future Visions regional shorts initiative, monthly episodes of [Great Lakes Now](#); and more.

WRCJ

WRCJ 90.9-FM amplifies the arts, educates listeners, and provides access to the world of classical and jazz music and local arts organizations through a robust multi-platform programming strategy that serves classical and jazz lovers in metro Detroit through on-air broadcasts, digital content, and family-friendly community engagement events.

Classical Days’ On-air Programming: Weekdays from 5am to 7pm

- 6a-10a “The Morning Show” with *Dave Wagner*
- 10a-3p “Midday Music” with Peter Whorf
- 3p-7p “Dr. Dave’s Drive-Time Elixir” with Dave Wagner

‘Jazzy Nights’ On-air Programming: Weeknights from 7pm to 5am

- Fri 7p-11p “Maxology” with *Maxine Michaels*
- Sat 7p-10p “JazzFest Detroit” with *John Penney*
- Sun 7p-9p “The Swing Set” with *Linda Yohn*

Live with C Sharp: Cecelia Sharp’s monthly music and interview show showcases local professional and student musicians, plus conversations with education and community leaders on topics of Detroit history, social justice and DEI arts initiatives in our region.

Promotion of Local Concerts and Events: WRCJ-FM provides airtime and interviews to promote local arts organizations and artists. The station further promotes the arts community through the website, [detroitperforms.org](#).

Detroit Public TV Partnership: WRCJ radio hosts provide original interview programming for DPTV’s One Detroit, promoting a wide array of local area music and cultural events. WRCJ also regularly promotes DPTV/PBS arts, history and community issues shows such as One Detroit, American Black Journal, Under the Radar Michigan, Nova, Frontline, American Masters and Great Performances

DSO Live Broadcast: This series returns to WRCJ in Fall, 2023, providing access to Detroit Symphony Orchestra (DSO) concerts live from Orchestra Hall in the 2023-24 season.

Statewide Distribution of Live Concerts: WRCJ’s broadcasts of live concerts by the Detroit Symphony Orchestra will air statewide in Fall 2023, in partnership with WKAR East Lansing, WMUK Kalamazoo and Interlochen Public Radio and K-Mozart, Los Angeles. WRCJ also features weekly broadcasts of Great Lakes Concerts, showcasing ensembles from cross the state.

Other Live and Recorded Concerts: WRCJ also broadcasts live operas with Detroit Opera and recorded concerts from the MSU College of Music, Ann Arbor Symphony Orchestra, Michigan Philharmonic, and The Detroit Symphony Youth Orchestra

Kids & Education

PBS Kids Programming: The nation’s #1 educational media brand, featuring curriculum-based multi-platform series across all five learning domains. PBS Kids is nearly always in the top 10 nationally most watched, free over-the-air channel broadcasting and streaming PBS’ education children’s programming 24 hours a day, 7 days a week. The channel is available in every household with a TV, smart phone, or internet access in the metro Detroit area. The channel has a weekly audience of 600,000 viewers, many of whom are parents who

co-view programs with their children. Another 212,000 users view the channel's content online, either live or on-demand.

The Michigan Learning Channel: The Michigan Learning Channel delivers instructional content for PreK to 12th grade students across Michigan on a dedicated 24/7 channel airing on all six Michigan-based public television stations in order to provide supplemental educational content for students and families who lack reliable internet access. The content is aligned to Michigan's educational standards and is delivered by master teachers. The channel is available to nearly every home in Michigan and is currently viewed by approximately 100,000 people a week in over-the-air free broadcast, as well as across streaming platforms and select mobile apps.

Michigan Learning Channel Professional Learning Workshops: The Michigan Learning Channel delivers professional learning to educators in K-12 classrooms. The content is aligned with Michigan's Educational Standards. Educators receive SCECH credit.

Michigan Learning Channel Summer Activity Books: The Michigan Learning Channel's curated summer activity books for early learners, elementary, and tweens. A resource that is aligned to Michigan's educational standards that families can utilize at home.

Read, Write, ROAR! Activity Books: An additional resource created by the Michigan Learning Channel team for families and educators to utilize amongst elementary students. Downloadable grade level activity books for activities that span both 1st and 2nd semesters. Books include two Read, Write, ROAR! sheets per week plus additional PBS Kids activities. Preschoolers are encouraged to use the Early Learners booklet to get ready for kindergarten.

Advisory groups: Meet with community members and specialty groups to inform the work including parents, teens, mental health specialists, early childhood experts, superintendents and anyone else that can advise and inform on community needs and assets.

Parent and Family Literacy Cohorts: Collaborate with community partners to support families that we serve to bring Michigan Learning Channel programming to their homes. We offer trainings about how to use the resources and celebrate literacy with them. Activities and resources are provided to reinforce the learning taught from the programs.

Detroit PBS KIDS: Detroit PBS KIDS in the Neighborhood brings free resources and character appearances to community partner events and local small business locations.

Parent Meet Ups: Virtual workshops delivered to parents of children 0-8 years old to provide applicable child development tips and ideas while creating connections between parents.

Virtual Office Hours for Educators: Educators across Michigan can learn how to use the free resources from PBS KIDS and the Michigan Learning Channel and connect with the DPTV Education team.

Read, Write, ROAR! Literacy Project: The Read, Write, ROAR! Literacy Project is a new way for parents to help their young readers with ELA skills. Students receive a free activity book that follows along with hand-picked episodes of the Michigan Learning Channel show Read, Write, ROAR! that help students with critical subjects like word recognition, letter sounds, and more. On the last Thursday of every month, families engage in virtual meet-ups to discuss how their students are learning.

Be My Neighbor Day: Sponsored by Fred Rogers Productions, Detroit PBS KIDS hosted an outdoor event featuring a sensory friendly area, free resources for families, activities, and a dance party with Daniel Tiger. We welcomed families from across Michigan, including 240 that arrived on 6 buses from Brightmoor and the Eastside of Detroit. Offering attendees the option to participate in one of two shows and receive free resources alongside over 25 partners. Families came to celebrate Back to School, Friendship and Community with each other.

Ready to Learn: Through a grant from the U.S. Department of Education, the initiative brings educational television and digital media resources to families and children ages 2-8, promoting early learning and school readiness through direct service programming, with an emphasis on supporting children and families from low-income, underserved communities with functional literacy and developing skills important in the workplace.

PBS Edcamp: Pre-school educator development days focused on issues teachers are looking to solve by calling on each other's experience and expertise. Detroit Public TV piloted PBS Kids' national launch in Detroit with great success.

PBS Learning Media: A digital library of educational resources available at no cost to educators and used by more than 1.8 million teachers nationwide.

Great Lakes Now: Created nearly exclusively from its own monthly show and website stories, Great Lakes Now offers a collection of lesson plans aimed at grades 5-8. The 28 modules, aligned to science standards, and the GLN virtual field trips are freely available on Great Lakes Now and PBS Learning Media and a selection of them are being distributed through the Discovery Education platform.

Leadership & Public Affairs

One Detroit: Understand your neighbor. Understand your community. Understand Detroit. One Detroit bridges communities of all types through trusted storytelling and engagement. Committed to a mission of promoting regional unity, One Detroit tells the stories that commercial media cannot tell giving context to the complex and urgent issues that affect all of metro Detroit.

Our monthly meetings continued in 2023 with our AAPI Board of Advisors. These meetings led to the continuation of our ongoing [AAPI Stories Series](#), which amplifies the voices of Southeast Michigan's AAPI community by inviting them to share their experiences about being Asian American in the Midwest. The One Detroit team also continued its in-depth AAPI community coverage on stories focused on [historic Chinatown](#), activism and [legislative development within the AAPI Community, the first AAPI film festival series, and more.](#)

One Detroit also continued its Future of Work initiative focusing on where jobs are headed in the 21st century, how to create, attract and retain talent, and much more. Featured topics on One Detroit and our monthly virtual town halls include stories about Baby Boomers, Gen Xers, and Gen Z's outlook on the future of work in Michigan, the statewide efforts to grow Michigan's population, building Black Development in the City of Detroit, coverage of the Detroit Policy Conference, and more.

Additionally, in collaboration with WRCJ hosts Cecelia Sharpe and Linda Yohn, One Detroit featured a story series on the contributions of [Women in Music](#) to celebrate Women's History Month. Featured stories included segments on 2023 NEA Jazz Master, Regina Carter, The Godmother of House Music, DJ Stacey "Hotwaxx" Hale, and jazz drummer, Gayelynn McKinney.

American Black Journal: A weekly series of news, culture, and information from an African American perspective. ABJ's partnership with BridgeDetroit renewed this year and continues to grow and thrive and is tackling a broader array of stories including the impact of climate change on Black Detroiters and the home repair crisis in the City of Detroit. ABJ also continues its monthly convening of our Detroit Black Churches Advisory Panel. These convenings inform an episode each month on a different topic as well as quarterly virtual town halls. Additionally, June marked the [60th anniversary of the Detroit Walk to Freedom](#). American Black Journal, BridgeDetroit, and One Detroit partnered together to produce several stories that provided context on Martin Luther King, Jr.'s visit to Detroit, the impact of his delivering the iconic "I Have a Dream Speech" first at the Detroit Walk to Freedom, and showed the many ways Detroiters, in partnership with the Detroit Branch NAACP, commemorated the 60th anniversary as part of the June Jubilee Celebrations.

Mackinac Policy Conference- The Mackinac Policy Conference took place at the Grand Hotel in May 2023 and DPTV provided livestreaming of all sessions and hosted interviews at our anchor desk. One Detroit contributors Zoe Clark, Political Director for Michigan Radio, Stephen Henderson of American Black Journal, and Nolan Finley, Editorial Page Editor for The Detroit News, conducted interviews focusing on education, future of work, the statewide efforts to grow Michigan’s population, creating a healthy Michigan, and more.

American Black Journal: The Black Church in Detroit

Now, in its second year, the Black Church in Detroit initiative continues to explore the history, influence and contributions of the African American ministry to the people of this city. Guided by an advisory committee of church leaders that meets regularly to discuss issues of importance to their congregations and communities, DPTV’s “American Black Journal” devotes an episode each month to topics such as the role of the Black Church in the civil rights movement, womanist theology, Millennials and the Church, gospel music and the scourge of gun violence. The initiative is conducted in partnership with the Ecumenical Theological Seminary and the Charles H. Wright Museum of African American History.

Making Black Detroit: The Importance of the Diving Nine, Black Greek Letter Organizations

How has the history of Detroit’s Black Greek letter organizations — The Divine Nine fraternities and sororities — helped to produce a safe, welcoming community for African Americans in Detroit, one of America’s largest majority-Black cities? In conjunction with acclaimed historian and scholar Henry Louis Gates, Jr.’s PBS documentary, “Making Black America: Through the Grapevine,” Detroit Public Television and WDET-FM teamed up to host its “Making Black Detroit” town hall with local chapters of The Divine Nine, presenting panel discussions, clips from the PBS series and original video reporting by DPTV.

Finding Your Roots: Family Sagas of Pride and Perseverance

To celebrate the ninth season of the PBS show, “Finding Your Roots,” American Black Journal and PBS Books presented a virtual event focusing on Black genealogy. It offered an incisive and informative discussion of the issues and opportunities that African Americans face as they trace their histories. It considered the unique challenges of these families, as they hunt through the wreckage of slavery for records that are lost or incomplete, searching for ancestors whose names and locations often have been changed or falsified.

A Long-standing Partnership: Detroit Public TV and the Charles H. Wright Museum

For many years, Detroit Public TV has worked closely with the Charles H. Wright Museum of African American History to present award-winning documentaries, Juneteenth commemorations and the annual Kwanzaa celebration. This past year, we partnered on the museum’s new President’s Lecture Series, which included talks by noted author and New York Times columnist, Charles Blow, and Academy-Award winning Black Panther costume designer, Ruth Carter.

Antisemitism Now and Then: Michigan’s Response to the Holocaust and Rising Antisemitism Today

What role did Michigan and its most public figures play in America’s response to the Holocaust? In conjunction with a preview screening of the new Ken Burns documentary “The U.S. and the Holocaust,” Detroit Public Television partnered with the Zekelman Holocaust Center to present a panel discussion exploring what was happening in Michigan during the Holocaust, and how the state’s past continues to play a part in the antisemitism we still see today.

Well Beings Town Hall | LGBTQIA+ Youth: Finding Wellbeing and Community

LGBTQIA+ youth make invaluable contributions to our society. Unfortunately, staggering statistics show those+ youth are especially vulnerable to mental health struggles. The mental health organization, Well Beings, and Ken Burns’ presenting station, WETA, collaborated with Detroit Public TV and PBS Books to present a LGBTQIA+ town hall, led by youth, for youth, that raised awareness of the depression and emotional challenges specific to the LGBTQIA+ community, addressing stigmatization that can prevent care and support and encouraging a safe space for dialogue and the sharing of resources.

Energy & Environment

Great Lakes Now- GreatLakesNow.org continues to develop as a multimedia, regional hub of news and information about the Great Lakes and drinking water quality, accessibility, affordability, and equity, focusing on the impacts of these issues on communities.

[The Great Lakes Now monthly program](#), which launched in April 2019, has been carried by 37 PBS channels in eight states and the Bay County, Michigan governmental channel, as well as more than 800 Canadian cable providers where Detroit or Buffalo are the PBS offering. All the episodes, segments, and previews – as well as some “web extra” videos – are freely available on YouTube and PBS Media.

- The addition of “The Catch” segment in March 2022 means instead of a third feature, each program now contains a segment with three reporters talking about issues, communities, and events around the region. This has allowed for increased racial, geographic and topic diversity in on-camera people and coverage.
- In September of 2023, Great Lakes Now launched “Waves of Change,” a monthly digital-first interview series highlighting BIPOC environmental justice organizers throughout the Great Lakes region. Full-length interviews will be featured on greatlakesnow.org, an excerpt of which will appear in new episodes of the Great Lakes Now monthly TV program.
- Also in September of 2023, Anna Sysling took over as host of the Great Lakes Now monthly TV series. Anna comes from a background in public media where she focused on environmental and social justice in addition to history, policy and equity.
- Also in September of 2023, Anna became Great Lakes Now’s Manager of Engagement and Partnerships. Her mission in that role includes creating more coverage and integration opportunities for Indigenous perspectives into GLN coverage of climate and water issues.
- In October, 2022, Great Lakes Now launched “Ian Outside,” a monthly feature authored by Ian Solomon. Ian is a journalist, artist, outdoor enthusiast, and the founder of Amplify Outside, a nonprofit community organization dedicated to increasing access and representation by Black people in the outdoors, starting in the Great Lakes region. Ian also reports from the field about outdoor recreation for Great Lakes Now’s monthly TV program.
- In December, 2022, Great Lakes Now launched “Nibi Chronicles,” a monthly feature, authored by Staci Lola Drouillard. A direct descendant of the Grand Portage Band of Ojibwe. “Nibi” means water in Ojibwe, and these features will explore the intersection of indigenous history and culture in the modern-day Great Lakes region.
- A number of playlists on the Great Lakes Now YouTube channel allow audiences to find and watch DEI-focused content including “[Indigenous Voices on Great Lakes Now](#)” and specific cities.
- Great Lakes Now records and monitors people who appear in on-camera speaking roles, ensuring representation of demographic and occupational diversity.

The [Great Lakes Now website](#) continues to cover a wide range of issues. Publishing stories from all eight states and the two Canadian provinces that are part of the Great Lakes watershed, the website provides original news and feature stories as well as timely articles from the Associated Press wire service and other media partnerships. The site team continues to adopt “best practices” in its presentation of content and increase accessibility through site architecture.

Great Lakes Now’s interns have come from a number of Michigan universities and represent a variety of racial/ethnic groups, university majors and backgrounds. They can be found on the [About page](#).

Great Lakes Now’s live-streamed watch parties—available for free on Facebook and YouTube—offer audiences the opportunity to interact with guests and learn about a wide array of subjects and issues

impacting various communities. Over 100 organizations have partnered with Great Lakes Now by either providing a guest and/or co-hosting the watch party on their Facebook pages. Partners represented a dozen states and three Canadian provinces, with one guest linking in from Australia.

Before Covid-19 pandemic restrictions, the Great Lakes Now team members engaged with audiences at dozens of conferences, film festivals, stakeholder meetings, classes, and other events. As audience and community engagement moved online, the GLN did as well, fostering new partnerships with organizations for similar virtual meetings and experiences where content and expertise was shared. Now, Great Lakes Now is pursuing a hybrid approach, by continuing online events and restarting in-person engagement.

Governance

Detroit Educational Television Foundation's written diversity policy outlines our goals and expectations to make diversity a core and abiding strength of the organization.

A key goal at Detroit Educational Television Foundation is to celebrate diversity of Southeast Michigan, which is possible only with a strong, multicultural Board of Trustees providing leadership and governance for the organization.

Detroit Educational Television Foundation's Board of Trustees currently has **37** members. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

The board is now comprised of **38%** females and **62%** males. Of all members who chose to self-identify their ethnicity, the Board is **3%** Hispanic Latino, **3%** 2 or more races, **5%** Middle Eastern/North African, **37%** African American, **3%** Asian American, and **49%** White American. Our intent is to make the Board more diverse taking into consideration a number of factors, of which race and ethnicity, are just two.

DETF's volunteer Community Advisory Panel is comprised of 16 individuals, **75%** are female and **25%** are male. Of all members who chose to self-identify, **50%** are African American, **31%** are White American and **19%** are Middle Eastern/North Africa.

Workforce

Employee Development

DETF partners with the Michigan Diversity Council to provide information and training on various topics.

Recruitment

DETF continues to offer various Internship Programs to the community, which is described with information and application details on our website, www.DPTV.org. Internships require a minimum of 20 hours per week for 12 - 16 weeks. The Internship Programs afford candidates realistic professional experiences in all phases of DETF activities. During the reporting period, 10 students completed internships in the areas of Production, Graphic Design, Communications and Special Events. Participants in the internship program were 70% white American, 10% African American, 10% Asian American, 10% 2 or more races; 80% were female and 20% were male.

Detroit Educational Television Foundation maximized its recruiting efforts by adhering to the FCC EEO guidelines by widely disseminating information as it pertains to vacant positions and interviewing qualified candidates from a variety of different backgrounds. Seventeen (17) positions were filled during the reporting period and distributed as follows: 47% Caucasian Female; 29% Caucasian Male; 12% African American Female; 6% Hispanic Female; 6% that reports Two or More Races Male.

Detroit Educational Television Foundation recognizes the need to always reflect our local community in our governance, staffing, community engagement and programming. Further, we value the trust placed in us by our audience, supporters, and community partners.