

DETROIT  PBS

EMBRACING THE POTENTIAL.
MEETING THE CHALLENGE.
**IMAGINING THE
POSSIBILITIES.**



DETROIT
 PBS

90.9
WRCJ

Report to the Community
June 2024 - July 2025 Detroit Public Media

“We’re not just navigating change — we’re embracing it. Detroit PBS is built to grow, to lead, and to serve.”

— Rich Homberg,
President & CEO, Detroit PBS
(Axios Detroit interview,
July 2025)



It’s Still a Beautiful Day in the Neighborhood.

What would Fred Rogers say? In 1969, he spoke passionately and candidly before Congress about the importance of public media, helping to secure federal funding that endured for more than 55 years.

Until this year. As most of you know, Congress recently voted to eliminate all federal funding for public media. For Detroit PBS and 90.9 WRCJ, this means the loss of nearly \$3 million annually — funding that has supported trusted journalism, beloved children’s programming and cultural experiences, freely available to all.

While the news is sobering, it has also been heartening. Millions of Americans spoke up on behalf of public media, including thousands here in Southeast Michigan. That wave of advocacy reminded us of the deep, abiding belief in the importance of independent, noncommercial media. And because Detroit PBS anticipated that this day might come, we have been preparing. Through careful planning, cost reductions and strategic focus, we are positioned to weather this transition.

What will not change are the programs you rely on most. National favorites like “Sesame Street,” “PBS News Hour,” “Masterpiece,” “NOVA” and the documentaries of Ken Burns and Dr. Henry Louis Gates, Jr., will remain cornerstones of our schedule. Locally, “One Detroit,” “American Black Journal,” and “Great Lakes Now” will continue to inform and inspire, elevating the voices and experiences of the diverse communities we serve. And on 90.9 WRCJ, classical and jazz will keep enriching lives across Southeast Michigan.

As we look to the future, we also celebrate milestones that remind us of our enduring impact — 70 years of Detroit PBS and 20 years of 90.9 WRCJ serving Southeast Michigan. With that foundation, we are moving ahead on our new media campus in Detroit’s Milwaukee Junction district. It will open new doors for community engagement, education and cultural expression. We are deepening our commitment to local journalism, expanding arts and culture storytelling, and ensuring every child and family can benefit from trusted educational resources like the Michigan Learning Channel.

The path forward will not be without difficulty, but Detroit PBS has never been more determined to tell the story of what we like to call, The Most Important City in America.

Now more than ever, your support matters. Every donation, every partnership, every voice raised on behalf of public media makes us stronger. When the going gets tough, Fred Rogers would say, “Look for the helpers.”

Thank you for being our helpers. Thank you for believing in us.



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Simon Whitelocke
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Rich Homberg
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YOUR SUPPORT TURNS VISION TO REALITY

Ken Burns "American Revolution" Screening & Panel 2025

Detroit PBS gratefully acknowledges the individuals, families and organizations whose generosity fuels the programs, stories and connections that enrich our community every day.

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“I have been watching PBS since it began in 1955. I absolutely love the station. The programs are both entertaining and informative. Supporting PBS is important to me—I’d be lost without the shows I love. My small contribution hardly covers the joy the station brings into my life.”

*- Denise Hammond,
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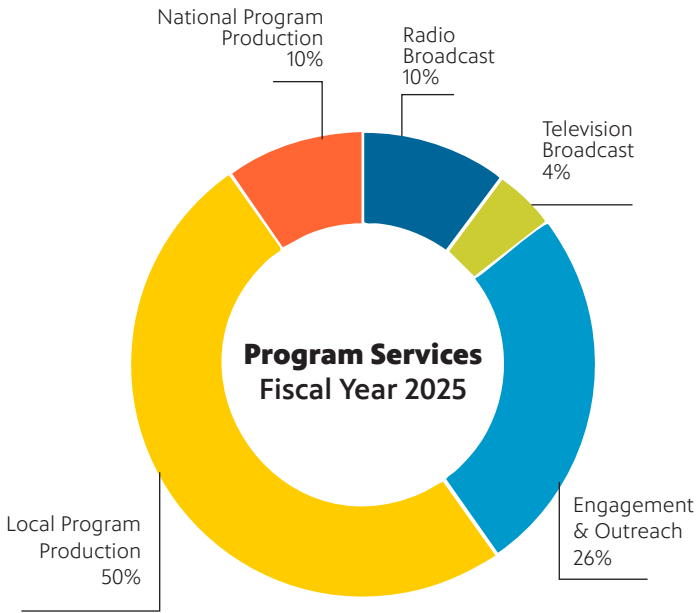
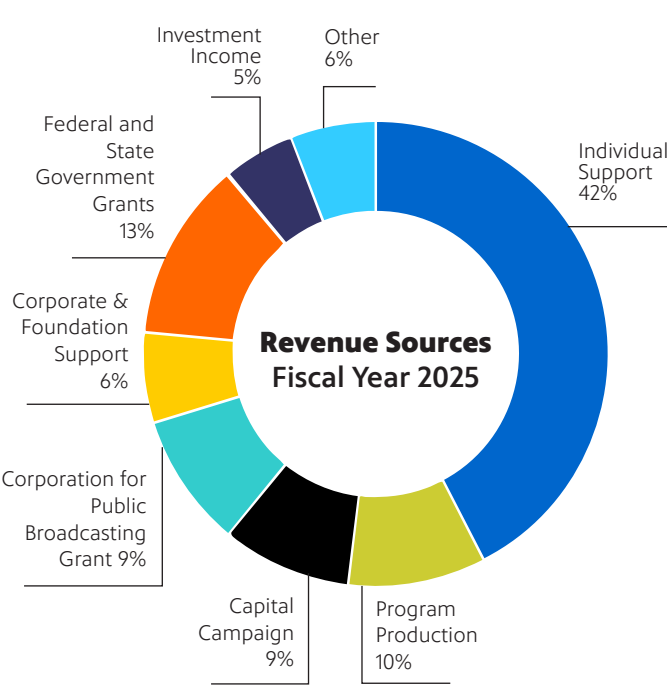
Detroit Public Media Fiscal Year 2025

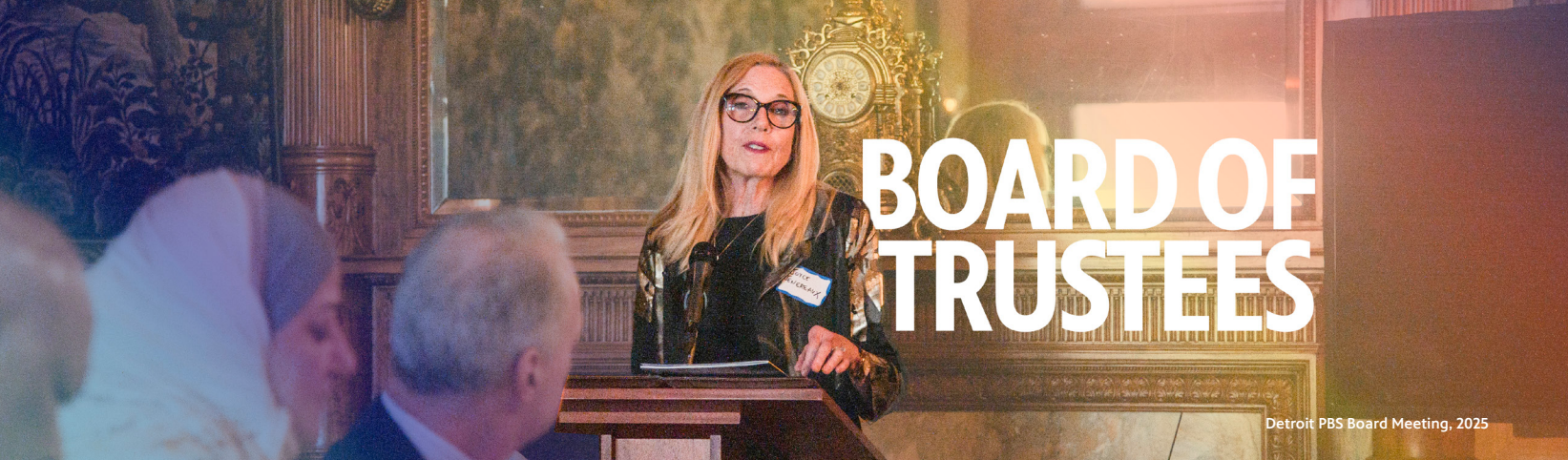
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	Year Ended June 30	
	2025	2024
Revenues, Gains and Other Support		
Individual Contributions	\$10,716,968	\$ 9,609,315
Productions of Local and National Programs	2,442,303	3,542,847
Corporation for Public Broadcasting Grants	2,279,883	2,719,604
Federal and State Government Grants	3,181,785	5,886,174
Capital Campaign Contributions	2,355,399	-
Corporate Contributions	960,586	1,202,490
Foundation Contributions	636,376	847,134
Facilities Rental	1,076,865	1,045,704
Retail Product Sales	77,128	86,111
Investment Income	1,268,955	1,489,748
Miscellaneous Income	358,907	340,853
Gain on Sale of Property and Equipment	-	694,587
Total Revenues, Gains and Other Support	\$ 25,355,155	\$ 27,464,567
Expenses		
Program Services:		
Engagement and Outreach	\$ 3,001,145	\$ 2,931,970
Production and Content Creation	6,984,749	7,404,537
Broadcast	6,256,185	6,574,324
Total Program Services	\$ 16,242,079	\$ 16,910,831
Supporting Services:		
Administrative	\$ 2,392,841	\$ 2,534,236
Fundraising	4,565,995	4,519,084
Total Expenses	\$ 23,200,915	\$ 23,964,151
Change in Net Assets	\$ 2,154,240	\$ 3,500,416
Net Assets, Beginning	\$ 28,380,672	\$ 24,880,256
Net Assets, End of Year	\$ 30,534,912	\$ 28,380,672

BALANCE SHEET

	Year Ended June 30	
	2025	2024
Assets		
Cash and Cash Equivalents	\$ 8,913,597	\$ 7,779,019
Investments	11,091,945	9,841,922
Accounts Receivable, Net	914,877	895,387
Pledges Receivable, Net	1,368,896	2,674,975
Inventory	26,559	10,584
Prepaid Assets and Other	596,038	707,541
Property and Equipment, Net	13,195,950	12,927,877
Other Assets	1,989,526	1,927,941
Total Assets	\$ 38,097,388	\$ 36,765,246
Liabilities and Net Assets		
Liabilities:		
Accounts Payable	\$ 759,956	\$ 859,715
Accrued Liabilities	2,733,376	2,983,309
Long Term Liabilities	4,069,144	4,541,550
Total Liabilities	\$ 7,562,476	\$ 8,384,574
Net Assets:		
Without Donor Restrictions	\$ 24,673,271	\$ 23,868,629
With Donor Restrictions	5,861,641	4,512,043
Total Net Assets	\$ 30,534,912	\$ 28,380,672
Total Liabilities and Net Assets	\$ 38,097,388	\$ 36,765,246





BOARD OF TRUSTEES

Detroit PBS Board Meeting, 2025

BOARD OFFICERS

Simon Whitelocke Chair

Senior Vice President & Chief Business Officer, ITC Holdings Corp.
President, ITC Michigan

Rich Homberg President & CEO Detroit PBS

Shaun Wilson Chair Elect Managing Partner Cadence

Rajeev Shah Treasurer Principal Alan C. Young & Associates, P.C

Geaneen M. Arends Secretary Director / Shareholder Butzel Long

Joyce Jenereaux Vice Chair 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

William Carignan Assistant Treasurer Chief Financial Officer Detroit PBS

Laura Brandt Assistant Secretary Senior Vice President Operations Detroit PBS

TRUSTEES

Maram Alaiwat Founder Maram Financial Services

Colleen Allen President and CEO Autism Alliance of Michigan

Addell Anderson, Ph.D. Development, Innovation, and Access Specialist Michigan Department of Civil Rights

Hiren Bhatt Program Manager Amazon

Jaylen Bradley Policy and Program Advisor City of Detroit, Deputy Mayor's Office

Kenneth Clarkson Partner Taft | Jaffe

Dan Duggan Vice President Loan Origination Bernard Financial Group

Lonnie Edwards Chief Operating Officer Michigan First Credit Union

Antonio Enoex II Vice President, Business Unit Risk Comerica Bank

Gregory Haynes Retired

Sylvester Hester President and CEO LM Manufacturing, LLC

Dr. Sanford Koltonow, MD, PsyS Private Practice

Victoria Kovari Community Activist

Kelley Kuhn President and CEO Michigan Nonprofit Association

Mark Lee Founder The Lee Group, MI LLC

Ken Mathies Vice President, Chief Diversity Officer AAA The Auto Group

Elizabeth Mays President and CEO Mays Multimedia and Valley Publishing Group

Pamela J. 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 and CEO Accounting Aid Society

Byron Pitts Attorney Law Office of Byron Pitts

Reuben Rashty Managing Directory, Financial Advisor Morgan Stanley

David Sturtz Retired

Dr. Felix Valbuena Jr., MD CEO Community Health and Social Services Center (CHASS)

John Walsh President & CEO Michigan Manufactures Association

Michael Watson Professor Oakland University

Alexis Wiley Principal Moment Strategies Public Relations

EMERTIUS BOARD

Elaine Baker
John R Beran
Charles R. Ciuni
Melonie B. Colaianne
Susan Cooper
Marianne Fey
Ronald Goldsberry
Arthur Horwitz
Vaughn A. Koshkarian
Leonard A. Kruszewski
Arthur Liebler
Hannan Lis
Dana Locniskar
Timothy Nicholson
James B. Nicholson
Richard Rassel
Lois Shaevsky
Thomas C. Shafer
Stephen Strome
Ken Whipple

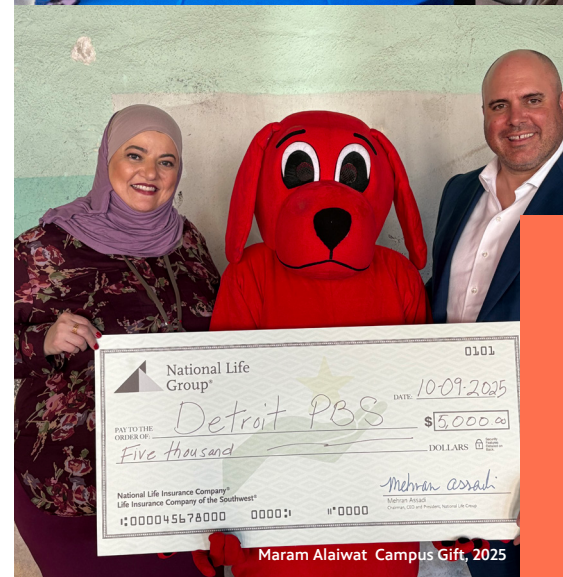
COMMUNITY ADVISORY PANEL

Heather Hertheru Miller Chair

Aisha Arshad
Sierra Boone
Brandi Ellis
Kevin Forbes
Richard Glover
Lauren Hedrick
Herman Jenkins
Mary Miodowski
Dr. Jean Overman
Tom Rockafellow
Fatima Salman



Party on Piquette, 2024



Maram Alaiwat Campus Gift, 2025



"PBS NewsHour" Garden Party, 2025



Ken Burns "American Revolution" Screening & Panel 2025

Our board continues to serve as the community's voice, helping shape our programming by sharing insights and perspectives that reflect our communities.

Our board volunteers reflect the very people and stories we serve.



2024-2025 AWARDS

2025 Broadcast Excellence Awards
Photo Credit: Jennifer McArthur Photography LLC

Recognized for excellence in journalism, education, and storytelling, Detroit PBS is thankful to be part of a public media community that inspires learning and understanding.

National Educational Telecommunications Association (NETA)

56TH PUBLIC MEDIA AWARDS

September 2024

Content News & Public Affairs:

Detroit PBS Chronicles Challenges of Prison Reentry and Examines Solutions Division 1 Winner
Bill Kubota, Mario Bueno, Joe Dzenowagis, Zosette Guir, Elisha Anderson

Short Form:

Detroit PBS Chronicles Challenges of Prison Reentry and Examines Solutions Honoree
Bill Kubota, Mario Bueno, Joe Dzenowagis, Zosette Guir, Elisha Anderson

Cultural Feature:

Extra Credit: MiPoetry Honoree
Angela N. Brown, Brian Kearns, Matt Ilas, Jesse Harrison, Nate Turner, Brendan Battle, Dan Ketchum, Darin Donahue

Short Form:

From Detroit's Walk to Freedom to the March on Washington: 60 Years of Civil Rights Legacy Honoree
Bill Kubota, Daphne Hughes, Zosette Guir, Sarah Zientarski, Jonathan Shead, Bryce Huffman, Orlando Bailey, Cecelia Sharpe, Randy Strobl, Taraj Livesay, Kevin Leeser, Nate Turner, Elizabeth Stewart, Orlando Rivera

Michigan Association of Broadcasters

2025 BROADCAST EXCELLENCE AWARDS

April 2025

Marketing Materials and Promos:

Detroit PBS Brand Announcement Merit
Multiplatform Marketing Department

News or Public Affairs Special:

Detroit Concrete Crushing Segments Merit
Bill Kubota, Nicole MacDonald, Joe Dzenowagis

News or Public Affairs Special:

Great Lakes Now Best
Great Lakes Now

Sports, Outdoor, or Recreation:

Can This Historic Sailboat Handle Lake Huron? Merit
Great Lakes Now

Use of Multiplatform Media – Short Form:

A Christmas Tree's Trek to Campus Martius: How it's Scouted, Harvested, and Decorated for the Holidays Merit
Bill Kubota, Elisha Anderson, Jonathan Shead

Public Television Station Excellence:

Detroit PBS Station Excellence Finalist
Detroit PBS

Station of the Year:

Detroit PBS Finalist
Detroit PBS

Society of Professional Journalists Detroit Chapter

2025 EXCELLENCE IN JOURNALISM AWARDS

May 2025

Community/Local News Reporting:

Silence the Violence March and Rally First Place
Daphne Hughes, Daijah Moss, Dan Ketchum, Dean Underwood, Darin Donahue

Education Reporting:

Future of Work | AI Series First Place
Will Glover

Environment Reporting:

Stocking the Mighty Great Lakes Muskie First Place
Kathy Johnson, Jordan Wingrove

Feature Reporting:

Haunted Detroit First Place
Chris Jordan, Andrea Riley, Leland Stein, Nate Turner

General News Reporting:

The Secret Rivers Fueling Urban Flooding First Place
Jena Brooker, Greg King, Adam Fox-Long, Jordan Wingrove

Health Reporting:

Detroit People's Food Co-op opening broadens access to healthy foods in the city's North End First Place
Jonathan Shead, Jena Brooker
Detroit PBS won every placement in this category.

Health Reporting:

The Black Church and Young People's Mental Health Second Place
Stephen Henderson, Daphne Hughes, Christian Gibbons
Detroit PBS won every placement in this category.

News/Public Affairs (Regularly Scheduled Programs):

Great Lakes Now First Place
Rob Green, Anna Sysling, Jordan Wingrove, Bill Allesee, Adam Fox-Long

Detroit PBS won every placement in this category.

News/Public Affairs (Regularly Scheduled Programs):

American Black Journal Second Place
American Black Journal & BridgeDetroit Staff
Detroit PBS won every placement in this category.

News/Public Affairs (Regularly Scheduled Programs):

One Detroit Third Place
One Detroit Team
Detroit PBS won every placement in this category.

Environmental Reporting:

How Detroit Neighborhoods Have Been Pushing Back Against Heavy Industry Second Place
Nicole Macdonald, Bill Kubota



National Academy of Television Arts and Sciences, Michigan Chapter

47TH ANNUAL REGIONAL EMMY AWARDS

June 2025

Entertainment:

Shamrock Tenors – Live From Belfast Winner
Raymond Walsh, Jack Walsh, Matthew Campbell, Sam Kwan, Jimmy Johnston, Tom Brandon

Documentary – Historical:

Detroit: The City of Chefs Winner
Keith Famie, Matt Prested, Fred Nahhat

Environment/Science:

Can Rivers Save Whitefish? Winner
Adam Fox-Long, Jordan Wingrove

Audio Recording – Mixing and Design:

Shamrock Tenors – Live From Belfast Winner
Jack Walsh, Matthew Campbell

Magazine Program:

Great Lakes Now Nominee
Adam Fox-Long, Rob Green, Annamarie Sysling, Bill Allesee, Jordan Wingrove

Environment/Science:

Stocking the Mighty Great Lakes Muskie Nominee
Kathy Johnson, Greg Lashbrook, Jordan Wingrove

Historical/Cultural:

Unlocking the Secrets of Great Lakes Shipwrecks Nominee
Adam Fox-Long, Annamarie Sysling, Bill Allesee, Erik Olsen

Societal Concerns:

The Hidden Rivers Fueling Urban Flooding Nominee
Adam Fox-Long, Jordan Wingrove, Greg King, Jena Brooker

Societal Concerns:

The Zekelman Holocaust Center Nominee
Sarah Zientarski, Tina Brunn, Matthew Brunn

Branded Content:

Detroit PBS: Imagine the Possibilities Nominee
Michelle Oliver, Dyan Bailey, Eric Freeland, Matthew Winne, Justin Skotarczyk, Julie Dffenbach

Director – Live or Recorded Live:

Shamrock Tenors – Live From Belfast Nominee
Raymond Walsh, Sam Kwan

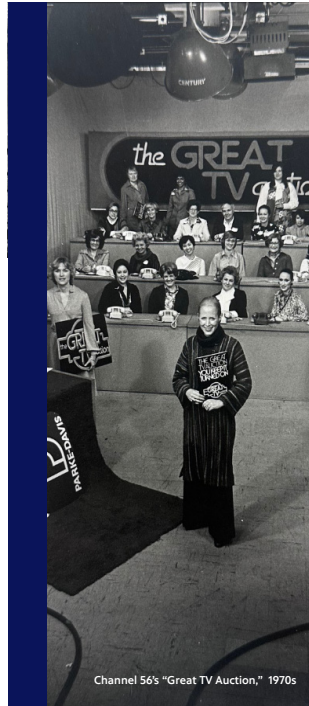




1950s

The Launch of Educational TV

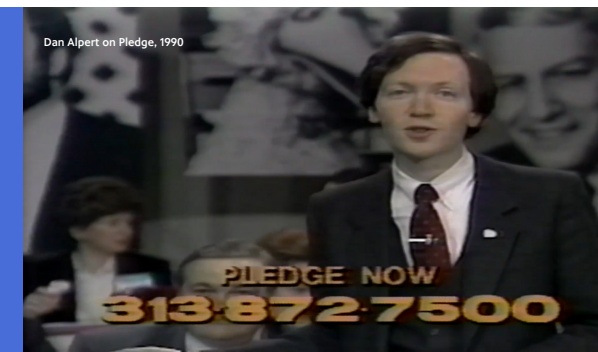
1953: Detroit Educational Television Foundation founded (now Detroit Public Media).
1955: WTVS Channel 56 launches “The Classroom of the Air” with Detroit Public Schools and Wayne State University.
1958: “Profiles in Negro History” airs—one of the first televised Black history programs.



1970s

Expanding Local Impact

1970–1974: Expands community programming with “Detroit Black News,” “Para Mi Pueblo,” and “High School Football Game of the Week.”
1971–1974: Moves to former WJBK studios in Detroit’s New Center.
1978: Builds the region’s first satellite terminal; “Beethoven Festival” airs nationally.



1990s

A New Era of Public Service

1990–1991: Pioneers stereo broadcasting and launches Descriptive Video Service for visually impaired viewers.
1994: Highlights youth and race with “City for Youth” and “Class of ’95.”
1999: Adopts the name Detroit Public Television.



2010s

Expanding Reach Across Platforms

2010–2011: Opens Midtown Detroit studio with Wayne State University; launches “Great Lakes Now” and begins Mackinac Policy Conference coverage.
2014–2017: Launches “PBS Books” (formerly “Book View Now”), 90.9 WRCJ app, Classical Brunch series, and statewide Detroit Symphony Orchestra broadcasts.
2018–2019: Expands regional journalism and arts coverage with “One Detroit” and “Great Lakes Now,” and their multi-station reach.

1960s

A Community Voice Takes Shape

1966: “People in Jazz” becomes WTVS’s first nationally distributed series.
1967: Southfield studio opens; first community board and GM appointed.
1967–68: Public Broadcasting Act creates CPB; PBS founded.
1969: “Colored People’s Time” premieres—later “American Black Journal.”



1980s

Innovation and Civic Connection

1980–1982: Becomes the first U.S. station with its own satellite uplink; launches “Ten O’Clock News” and “LateNight America.”
1983–1985: Expands production capacity and partnerships, including CNN Detroit, while launching community initiatives like “Project Graduation” and “Miracle on Fort Street.”
1986–1989: Modernizes control rooms, partners with CNN, and expands arts programming.



2000s

Reinvention and Growth

2000: Completes digital conversion and launches HD broadcasting.
2005: Assumes management of 90.9 FM, relaunching as 90.9 WRCJ — “We Are Classical and Jazz.”
2005–2009: Moves headquarters from Detroit to Wixom and deploys its first mobile production truck.



2020s

Imagining the Possibilities

2021: Launches statewide Michigan Learning Channel.
2024: Rebrands as Detroit PBS under Detroit Public Media; purchases new Milwaukee Junction HQ.
2025: Marks 70 years of Detroit PBS and 20 years of 90.9 WRCJ, continuing a legacy of connection, culture, and community.



**Thank You
for Powering
What's
Possible.**



Detroit PBS

Digital 56.1 • 56.2 • 56.3 • 56.4 • 56.5

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