

Our Most Important Partner is YOU.



Report to the Community

July 1, 2015 - June 30, 2016

Detroit Educational Television Foundation

**Thank you
for your ideas,
participation
and support.**



TO OUR COMMUNITY

'Detroit is the most important city in America.'

At Detroit Public TV, we believe that understanding Detroit's past, present and future is essential as America considers what's ahead for its urban areas. We know that the lessons learned here, combined with the spirit and talent of the people here, make for a compelling story. That's why we've launched our "One Detroit" initiative - to use the power of public media to tell Detroit's very important story.

In these pages, you'll see how we're doing that, across media platforms and content areas, and through innovative partnerships. "One Detroit" is just a single aspect of our broader strategic plan, which zooms out to include reporting on Great Lakes and regional issues, building our production business, helping children become ready to learn, and engaging with – and listening to – our supporters, wherever they use our services.

We've tackled some big topics this year: Detroit's resurgence, pre-school education, mental illness, preparing for retirement, invasive species and more, all while bringing you performances from Detroit's artists, sharing the joy of reading, and presenting the best drama, science and documentaries from PBS.

What's happening in Detroit is gaining attention. Detroit Public TV is increasingly recognized as being at the forefront of America's public media providers for the way our local collaborations and multiplatform coverage of important issues are beginning to deliver results.

If Detroit is the most important city in America, our most important partner is you.
Thank you for your ideas, participation and support.

Sincerely,



A handwritten signature in black ink that reads "Tom C. Shafer".

Tom Shafer
Chair
Board of Trustees



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

Rich Homberg
President
and Chief Executive Officer



10,000
people
watched
Detroit
Performs Live
online in
2015





SHOWING THE WORLD HOW DETROIT PERFORMS

With Detroit emerging as the cultural hub of the nation, a renewed enthusiasm in the Motor City is driving a cultural renaissance marked by new talent, innovative ideas and great events. Detroit Public Television is proud to be part of that energy by bringing our viewers more than 600 hours of engaging arts and culture programming annually.

In Season 4 of **Detroit Performs** host DJ Oliver showcased artists and took viewers to new and exciting locations throughout metro Detroit to explore art in mixed media; chat with new and seasoned performers; highlight female voices in art; meet musicians and dancers; and talk about the role that art plays in sports and academics. Follow Detroit Performs at detroitperforms.org.

On September 18, Detroit Public TV took a bold step by bringing Detroit Performs to the stage via **Detroit Performs Live**. With more than 1,200 in attendance at the Fillmore in Detroit and thousands more watching on-air and online, the show featured some of Motown's best emerging and established artists, such as Bettye LaVette, Martha Reeves, Jessica Hernandez, Alexander Zonjic, Ty Stone, Ben Sharkey and many others.

The next day, on September 19, DPTV teamed up with the Michigan Philharmonic and the Michigan Arab Orchestra for **Haflah! Arab Fusion Fest**, a collaboration of the two groups featuring unique arrangements of colorful instrumental sounds and rhythms of Arab music.

The year ended on a high note by celebrating **New Year's Eve Live with the Detroit Symphony Orchestra**. Streamed worldwide on dptv.org, the broadcast was watched in more than 25 states nationwide and 47 countries.

DPTV's production power also brought viewers important coverage of special events, such as the **19th Sphinx Finals Concert** held at Detroit's Orchestra Hall, featuring the nation's best young Black and Latino classical string players.

We also traveled down memory lane for a special episode of **Detroit Remember When**, "J.P. McCarthy: The Voice of Detroit." The hour-long documentary featured dozens of interviews with J.P.'s friends, family, co-workers and contemporaries.

From Detroit to the World

From visual and performing arts, to the vast world of literary arts, DPTV joined forces with PBS.org, PBS Newshour and Facebook Live to bring viewers across the country extensive coverage of notable books fairs on **BookViewNow.org**, featuring emerging and notable authors the likes of Stephen King, Ken Burns, Kareem Abdul-Jabbar; Salman Rushdie and others. This multiplatform initiative, which launched in 2014, has generated 3.5 million video plays in FY16.

In June, Detroit Public TV's production team headed to Italy to film a new concert special with Italian tenors Il Volo, their fifth fundraising event for PBS. "**Il Volo: Una Notte Magica**" featured the trio, **Piero Barone**, **Ignazio Boschetto** and **Gianluca Ginoble**, performing with opera legend Placido Domingo beneath the stars in Florence, Italy's Santa Croce Square in a tribute to The Three Tenors.

Support for these programs comes from the programs' underwriters and from contributors to the **A. Paul & Carol C. Schaap Fund for Arts and Culture Programs in DPTV's Smith Leadership Circle**.

LEFT PAGE: Nick Cave: Here Hear Exhibit at Cranbrook;
Alexander Zonjic and Jessica Hernandez light up the stage at Detroit Performs Live.



80%
of moms with kids
ages 2-12 watch
DPTV PBS Kids.



ENGAGING DETROIT'S NEXT GENERATION

Everyone agrees that the future of Detroit is dependent upon the education of its next generation. Starting with our **Pre-School U**, DPTV provides students with resources and opportunities to instill a lifelong love of learning. In 2015, DPTV broadened its reach and partnerships in the community to provide teacher training, and parent and caregiver workshops, as well as special events in Science, Technology, Engineering and Math. This is in addition to 10 hours of daily PBS programming for kids reaching more than 500,000 viewers each week.



In January, DPTV and **Michigan State University (MSU)** announced a partnership to expand educational opportunities for students, parents and caregivers. This includes producing and distributing multiplatform high-quality programming; expanding opportunities for community engagement and outreach; as well as producing special segments for Detroit PBS KIDS, a new 24/7 channel.

Along with this partnership, DPTV expanded its role in the community through teacher training events and parents and caregiver workshops. More than 200 teachers convened at Riley Broadcast Center in June and July 2016 to learn how to use PBS Learning Media and access the digital badges system. DPTV held a special event for the winners of the PBS Digital Innovator Competition and invited 100 educators for a special day of training with the team from PBS Learning Media.

The summer was quite busy as more than 4,000 young people attended Kids Club Live in Royal Oak. This family-friendly event is a summer anchor for families and their young ones, featuring live entertainment by Barney, hands-on activities, resources, an "instrument petting zoo" and much more.

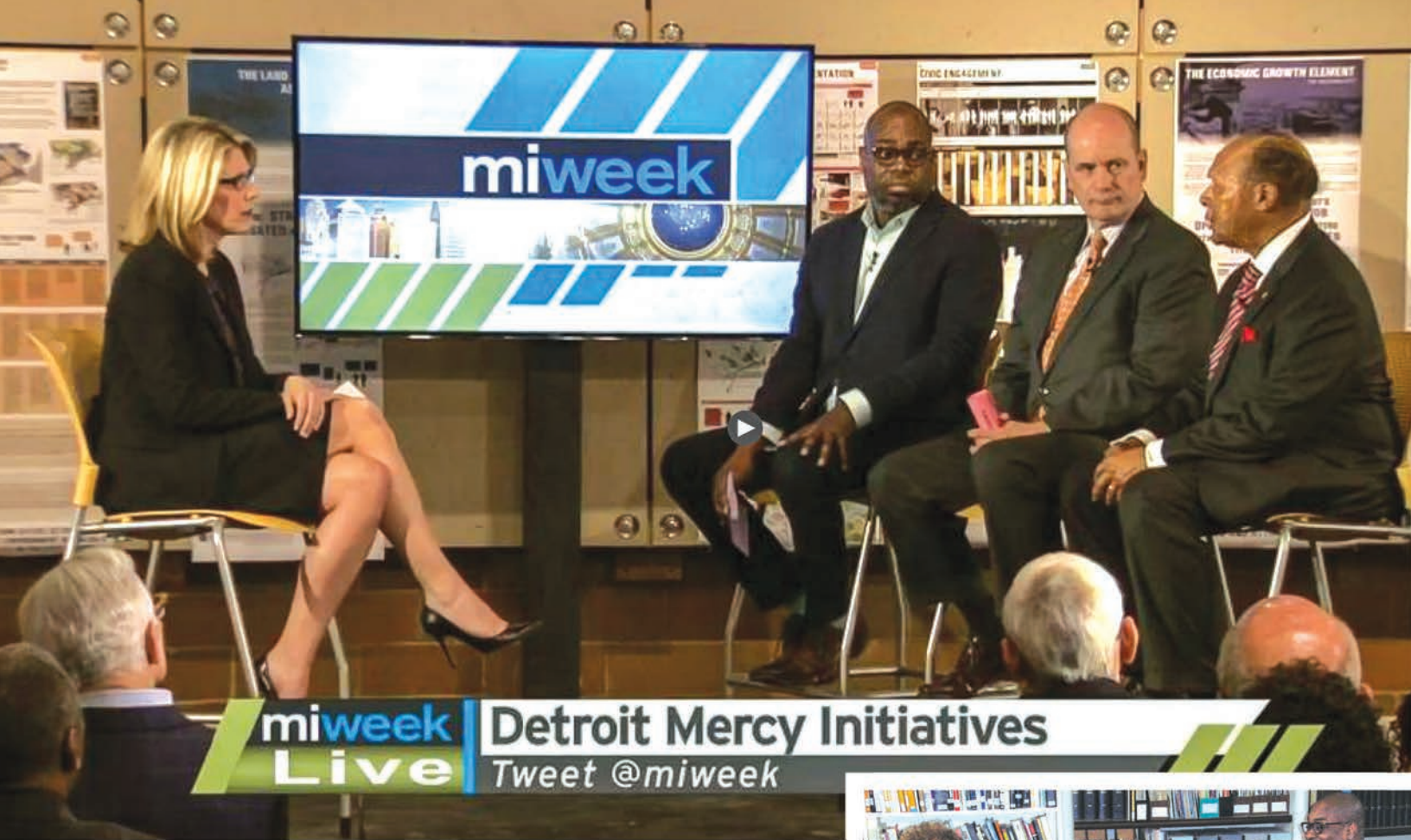
Continuing in our mission to provide students with opportunities to engage in learning during the summer months, DPTV partnered with 30 organizations to offer digital badges. The **Digital Adventure** program provides young people with a chance outside the classroom to apply their knowledge of technology by collecting electronic "badges" to store in an electronic "backpack."

Along with Digital Adventure, DPTV partnered with the Michigan Science Center on March 4 for a STEMInista event attended by more than 100 stakeholders. With support from Founding Community Partners, ITC Holdings, Wayne State University and inForum, the event featured a special conversation and panel discussion on the challenges, successes, and progressive strategies in gender diversification within the STEM workforce.

Speaking of the next generation, in April DPTV broadcasted a half-hour special, **Youth Voices**, featuring four impressive youth leaders that have had an impact on the community through their social justice projects.

Support for these programs comes from the programs' underwriters and from contributors to the **Lauren & Phillip Fisher Fund for Children and Education Programs in DPTV's Smith Leadership Circle.**

LEFT PAGE TOP: Hundreds of kids attended Kids Club Live in June. Bottom: Special screening event of the film, Jackie Robinson, at the Detroit Edison Public School Academy. RIGHT PAGE: DPTV at the First Robotics Competition.



miweek Live | **Detroit Mercy Initiatives**
Tweet @miweek



DPTV LAUNCHES ONE DETROIT BUREAU

In its ongoing commitment to telling the important stories of Detroit and the issues that matter most to its citizens, Detroit Public Television (DPTV) opened a **Detroit Bureau** inside The Detroit Historical Museum in January 2016 to help expand its already robust coverage of the city's successes, struggles and re-emergence. This facilitated the launch of several new programs and initiatives including:

Special coverage of **Detroit post-bankruptcy** in partnership with the Detroit Journalism Cooperative (DJC), which featured online segments on Power, Police, Poverty, Racial Attitudes, Education, Justice and Housing. The DJC is funded by the Knight Foundation, Renaissance Journalism's Michigan Reporting Initiative and the Ford Foundation, and is made up of The Center for Michigan, WDET-FM, Michigan Radio and the newspapers of New Michigan Media.

Along with that, and in its efforts to share the important stories of Detroit with the rest of the country, DPTV contributed several segments to a national **Re-Dream** effort focused on sharing people's perspectives on the meaning of the American Dream in today's world. www.detroitjournalism.org.

Engaging with residents in the community was also a focus of DPTV's weekly public affair shows, **MiWeek** (hosted by journalists Christy McDonald, Nolan Finley and Stephen Henderson) and **American Black Journal** (hosted by Stephen Henderson), as they broadcast live from various Detroit locations such as the University of Detroit-Mercy, Detroit's airport, and Focus:HOPE and talked to citizens and stakeholders on issues related to STEM education, race relations and the future of Detroit's neighborhoods.

From Detroit to Mackinac, and for the sixth year in a row, DPTV brought viewers inside the Detroit Regional Chamber's annual **Mackinac Policy Conference** for gavel-to-gavel webcast coverage of the three-day conference and daily 30-minute broadcast recaps. In May 2016, more than 59,000 viewers watched the on-air coverage and more than 26,000 tuned-in online.

Throughout the year, DPTV also held several screening events to engage residents with PBS programming, including the new **Jackie Robinson** film by Ken Burns at the Detroit Historical Museum and the Detroit Edison Public School Academy in partnership with the Detroit Tigers.

Every day, the sun rises on Detroit.

And four million women, men and children go through the familiar routine of their lives. Working. Learning. Laughing. Fighting. Crying.

Every day, lives begin and end.

Families are made and broken.

Fortunes large and small are built and lost.

Every day, the story of this place is one day greater.

One Detroit Four Million People; One Story

Support for these programs comes from the programs' underwriters and from contributors to the **Shirlee & Bill Fox Fund for Leadership and Public Affairs Programs in DPTV's Smith Leadership Circle**.

LEFT PAGE: MiWeek hosts, Christy McDonald, Stephen Henderson and Nolan Finley with guest; CENTER: American Black Journal host Stephen Henderson with Kathleen Cleaver. BELOW: DPTV Production Fleet





KEEPING DETROIT HEALTHY

Detroit Public Television's award-winning national documentary unit celebrated another big win in April 2016 by producing *Ride The Tiger* to highlight research and medical advances in bipolar disorder.

This one-hour special on bipolar disorder aired on PBS stations nationwide and was accompanied by an extensive outreach campaign to promote the film and engage individuals and organizations in this important topic. Narrated by David Ogden Stiers (*American Experience*), co-written by National Book award-winning author, Andrew Solomon (*The Noonday Demon*) and directed by duPont-Columbia award-winner, Ed Moore, the documentary seeks to find out where the biological breakdowns occur and how we can possibly pre-empt, fix or rewire our brains back to recovery.

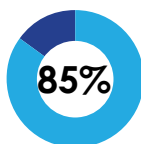
To help engage the film, DPTV held local screenings at the University of Michigan in Ann Arbor and Dearborn and at the Maple Theatre in West Bloomfield, with hundreds in attendance. <http://ridethetigerthefilm.org>

In addition to **Ride the Tiger**, DPTV produced two health and wellness shows for PBS: **The Pain Antidote**

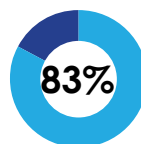
with Dr. Mel Pohl (www.dptv.org/programs/pain-antidote) which aired in June, explored the world of holistic and natural treatments while offering an innovative, painkiller-free approach to managing chronic pain. The second, **A World Without Cancer with Margaret L. Cuomo, MD**, (www.dptv.org/programs/world-without-cancer), offers 10 lifestyle changes to reduce the risk of cancer and other life-threatening diseases.

Wellness, however, is not only physical. In April, DPTV aired **When I'm 65**—a one-hour documentary produced and directed by duPont-Columbia award-winner, Ed Moore. Using case studies, engaging animations, and lively expert interviews, the film looks at how aspirations and financial planning for retirement have changed, and provides viewers with gloss-free explanations on how to ensure financial well-being. www.wi65.org.

Our viewers believe *Ride The Tiger* is:

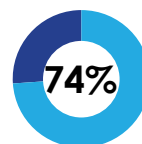


Informative

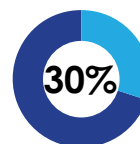


Inspiring

After watching *Ride The Tiger*, our viewers:



Had a better understanding of bipolar disorder



Changed their preconceived ideas about bipolar disorder

April 19, 2016 Detroit Public Television post-broadcast online survey distributed to 184,969 households. Percentages based on responses.



THE GREAT LAKES AND BEYOND: **ENERGY & THE ENVIRONMENT**

Over the past four years, Detroit Public TV has been telling stories and providing coverage of important conferences and issues related to protecting, cherishing and enjoying the Great Lakes. In September 2015, thanks to the generous support of the Erb Family Foundation, DPTV established a **Great Lakes Bureau** to provide year-round coverage of Great Lakes related stories on-air and online at GreatLakesNow.org.

This included coverage of the 11th Annual **Great Lakes Restoration Conference** hosted by Healing Our waters-Great Lakes Coalition and the **Great Lakes Commission 2015 Annual Meeting**. The Great Lakes Restoration Conference is a three-day forum for participants to learn about important Great Lakes restoration issues, network at the largest annual gathering of Great Lakes supporters and activists, and develop strategies to advance federal, regional and local restoration goals.

In addition to covering various conferences dealing with the Great Lakes, DPTV also produced several programs dealing with critical environmental issues, as well as recreational opportunities. This included **Beyond the Tap: Infrastructure**—a half-hour documentary that aired in April examining the human, economic and political costs of one of our nation's greatest hidden dangers: our crumbling infrastructure.

From water to the environment, the DPTV award-winning documentary unit produced a five-minute video on **White Nose Syndrome**, a disease decimating Michigan's bat population.

From environmental concerns to recreational opportunities, **Learning in the Wild**, a half-hour special which was produced by DPTV and aired in April, took viewers inside The Riley Wilderness Youth Camp located in Chelsea, Michigan, to find out how campers learn to survive in the wilderness and respect it through conservation.

1 out of 5 Michigan jobs are tied to water.



DIGITAL MEDIA

INTRODUCING

DPTV | Passport

This year PBS and Detroit Public TV launched **DPTV Passport**, a new member benefit which provides DPTV donors extended on-demand access to a rich library of quality public television programming online, through your mobile device and through Apple TV, Roku and more. As more and more people are watching television content on demand on computers and digital devices, DPTV Passport gives donors a way to enjoy extended access to PBS and DPTV content on platforms including computers, smartphones and tablets. This is another way DPTV is reaching our community through more digital channels than ever. Learn more about DPTV Passport at <http://dptvpassport.org>.

Look for this icon to identify **DPTV Passport** videos.

Available on the DPTV website, PBS.org, and in the PBS video apps for smartphones and tablets.



In Fiscal Year 2016 we launched two mobile apps for Detroit Public TV and WRCJ-FM. As of June 30 we had more than **8,800 downloads** of the two apps. Learn more about the TV and radio mobile apps at <http://dptv.org/mobile>.

Our reach through social media continues to grow each week. This year's launch of **Facebook Live** increased our reach into the millions for live stream. **DPTV online videos are watched more than 85,000 times each month.**



WRCJ 90.9 FM

Classical Days, Jazzy Nights.

Located inside the Detroit School of Arts, WRCJ 90.9 FM and HD-1, is Detroit's "Classical Days & Jazzy Nights" radio station managed by Detroit Public TV for license-holder Detroit Public Schools. Highlights this year included many concert broadcasts by the Detroit Symphony Orchestra (and their Youth Orchestra), Michigan Opera Theater, Michigan Philharmonic, Ann Arbor Symphony and other community ensembles. The Station regularly promotes concerts and events in greater Detroit, including its "Classical Brunch" concert series at The Community House in Birmingham. **Learn more at wrcjfm.org.**

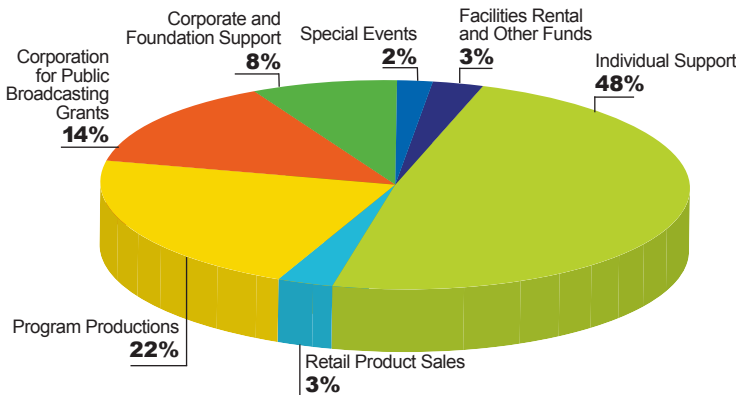
FINANCIAL RESULTS

Detroit Educational Television Foundation Fiscal Year 2016

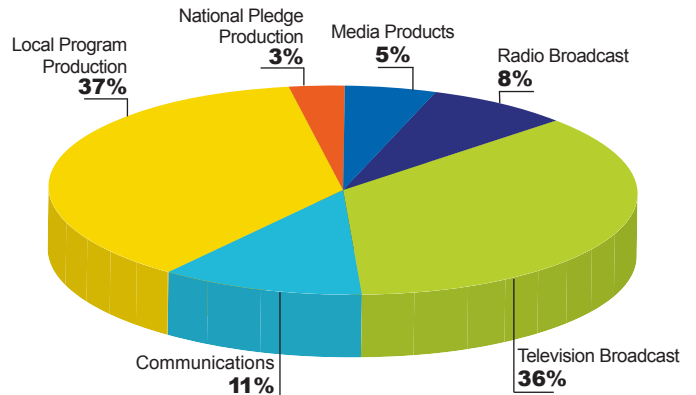
Statement of Activities	Year Ended June 30	
	2016	2015
Changes in Unrestricted Net Assets		
Revenues		
Individual contributions	\$ 9,120,197	\$ 8,807,714
Retail product sales	518,630	695,648
Local and national program productions	2,974,375	3,806,935
Corporate contributions	1,144,194	1,361,512
Corporation for Public Broadcasting grants	2,581,588	2,603,628
Foundation contributions	337,175	1,084,617
Special events	316,268	293,149
Facilities rental	512,606	614,299
Investment income	(27,156)	13,347
Net assets released from restrictions	1,193,552	1,072,450
Miscellaneous income	123,300	260,078
Total Revenues	18,794,729	20,613,377
Expenses		
Program services:		
Production	5,826,228	6,511,068
Broadcast	6,699,184	5,652,789
Communications	1,329,487	1,223,798
Total Program Services	12,854,899	13,387,655
Supporting Services:		
Fundraising	5,272,787	5,472,269
Administrative	2,178,701	2,069,180
Total Expenses	20,306,387	20,929,104
Increase/(Decrease) in Unrestricted Net Assets	(1,511,658)	(315,727)
Changes in Temporarily Restricted Net Assets		
Contributions	1,166,655	1,182,427
Net assets released from restrictions	(1,193,552)	(1,072,450)
Increase in Temporarily Restricted Net Assets	(26,897)	109,977
Increase in Net Assets	(1,538,555)	(205,750)
Net Assets - Beginning of year	18,778,641	18,984,391
Net Assets - End of year	\$17,240,086	\$18,778,641

Balance Sheet	Year Ended June 30	
	2016	2015
Assets		
Cash and cash equivalents	\$ 3,323,349	\$ 4,388,649
Investments	2,549,561	2,505,776
Accounts receivable, net	676,170	629,284
Pledges receivable, net	1,707,073	2,399,249
Inventory	12,710	12,122
Prepaid assets and other	302,498	430,204
Property and equipment, net	13,780,723	14,456,775
Total Assets	22,352,084	24,931,164
Liabilities and Net Assets		
Liabilities:		
Accounts payable	\$ 795,368	\$ 666,745
Accrued liabilities	1,466,630	1,290,778
Long term debt	2,850,000	4,195,000
Total Liabilities	5,111,998	6,152,523
Net Assets:		
Unrestricted	15,507,460	17,019,118
Temporarily restricted	1,652,606	1,679,503
Permanently restricted - Endowment	80,020	80,020
Total Net Assets	17,240,086	18,778,641
Total Liabilities and Net Assets	\$22,352,084	\$24,931,164

Revenue Sources Fiscal Year 2016



Program Services Fiscal Year 2016



Corporate and Foundation Underwriters

Ally Financial Inc.
 American Syrian Arab Cultural Association
 Arbor Investment Group LLC
 Area Agency on Aging
 Artichoke Garlic Foundation
 Ask Dr. Nandi LLC
 Association Fundraising Profobo Beaumont Health System
 Association Fundraising Profobo Kroger
 Association of Writing Programs (AWP)
 Avis Ford
 Banas & Associates
 Bank of America Merrill Lynch
 Kenneth & Marianne Barnett
 Bartech Group
 BBVA Compass
 BCBS of Michigan
 Beacon Hill Properties Inc
 Beaumont Health System
 William Beaumont Hospital
 Berman Private Foundation
 Birmingham Bloomfield Audiology
 BlackRock Financial Management Inc
 Blue Cross Blue Shield of Michigan
 Boca Raton Regional Hospital
 Timothy P. Bogert
 Ed Slott Agency
 Boys & Girls Club of Southeast Michigan
 Build Up Michigan/Clinton County RESA
 Bureau of State Lottery
 Business Leaders for Michigan
 John & Ann Cameron
 The Carr Center
 Case Western Reserve-FPBS of Nursing
 The Catholic Foundation
 Pat Fehring
 Charity Preview Fund
 Clark Hill PLC
 Clarkston Rotary/Rotary Foundation
 Colina Foundation
 Comerica Bank
 Community Foundation of Greater Rochester
 Bath Family Fund
 Community Foundation of Greater Rochester
 Broomfield Charitable Trust
 Community Foundation for Southeast Michigan
 Community Foundation Gary Wilde Fund
 Community Foundation Honigman Miller Schwartz Cohn
 Community Foundation Lis Family Fund
 Community Foundation Lisa & Hannan Lis and Florine Mark & Family
 Community Telecommunications Network
 Corporation for Public Broadcasting
 Creative Many Michigan
 CRW Worldwide LLC
 S. Czapski, Special Olympics
 Dancing Static Productions LLC (PBS Digital)
 Marvin & Betty Danto Family Foundation
 George S. & Helen G. Deffenbaugh Foundation
 Delta Air Lines, Inc.

Dembs Development Inc (Susan Sobolesk)
 DeRoy Testamentary Foundation
 Detroit City Football Club
 Detroit Institute of Art
 Detroit Jazz Festival Foundation
 Detroit Regional Chamber
 Detroit Symphony Orchestra
 Angelo & Margaret DiPonio Foundation
 DTE Energy
 DTE Energy Foundation
 Early Childhood Investment Corporation
 Linda Eastman
 Ed Trust Midwest
 Edgewood Management LLC
 Fred A. & Barbara M. Erb Foundation
 eSaltMedia Technologies LLC
 eVantage Services Inc (Orlans Group)
 Ferrous Processing & Trading Co
 Financial & Estate Planning Council of MI
 Fisher Theatre
 Max M. & Marjorie S. Fisher Foundation
 Ford Motor Company
 Ford Motor Company Fund
 William M. Fox
 Stanley & Judith Frankel Family Foundation
 Gannett Foundation
 Getty Music Label LLC
 Goldfish Swim Academy (Gud Marketing)
 Great Lakes Fishery Trust
 Nancy & James Grosfeld Foundation
 Hain Pure Protein Corp
 Mort & Brigitte Harris Foundation
 Pierre V. & Margaret T. Heftler Foundation
 Clarence & Jack Himmel Foundation
 HotWorks, LLC
 How To Media
 Alan & Kathryn Huberty
 Hudson Webber Foundation
 Investor Protection Trust
 ITC Holdings Corp
 ITVS Grant for Ted Talks on PBS
 Jack's Place for Autism
 Jaffe Raitt Heuer & Weiss Corp
 Jewish Community Center
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 Lee & Associates
 Kelly Savoy
 Liebler Family Foundation
 Liebler Family Fund
 LifeSecure Insurance

Live Nation
 The Locniskar Group
 Loud Productions LLC
 Lyon Foundation
 Mackinac Island Convention & Visitors Bureau
 Macomb Center for the Performing Arts
 Madding, Hauser, Roth & Heller PC
 MANAT Foundation
 Richard & Jane Manoogian Foundation
 Manufacturing Day Macomb
 Oliver Dewey Marcks Foundation
 Masco Foundation
 Media Period/Medical Weight Loss
 Media Period/Team Rehab
 Gloria & Edward M. Meer
 MET/MESP Michigan Education Trust
 MGM Grand Detroit
 Michigan Architectural Foundation
 Michigan Bankers Association
 Michigan Chapter of American Society of Landscape Architects
 Michigan Council For Arts & Cultural Affairs MCACA
 Michigan Dental Association
 Michigan Department of Education
 Michigan Falun Dafa Association
 Michigan Funeral Directors Association
 Michigan Health & Hospital Association
 Michigan Humanities Council
 Michigan Youth Appreciation Foundation
 Middle East Broadcasting Networks
 Miller, Canfield, Paddock & Stone P.L.C.
 Mi-Natas
 Mt. Elliott Cemetery Association
 Music Hall Center for Performing Arts
 National Heritage Academies
 National Public Media Rent
 Neil DeGrasse Tyson
 Innovation Arts & Entertainment
 NewsHour Productions
 Nextour Travel Club
 Northwell Health
 Oakland Mall
 Olympia Entertainment
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 Memorial Philanthropic Fund
 Ortonville Rotary Club
 Dr. Peter Osborne
 OZ Naturals LLC
 Paypal Giving Fund
 PBS
 PCK Media LLC
 Plante Moran Wealth Management
 PNC Financial Services Group
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 Rabinowitz/Media
 Rehmann
 RF Connect LLC
 Jean Clark Rhodes
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Riley Foundation
 Roberts Family Foundation
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 TF Productions LTD
 Thirteen Productions LLC (PBS)
 TjL Productions (Lubinsky)
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 Under the Radar
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 United Jewish Foundation
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 Vicki A. Barker Creations
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 Wayne Metro Community Action
 Agency Head Start
 WDIV Local 4
 Well Read TVW
 Washington Public Affairs Network
 WETA
 WGBH
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 Matilda Wilson Fund
 WISD - Head Start
 WNET / WLIW LLC
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\$1,000 - \$9,999

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Before he was five years old, Acer Bowman-Tomlinson made his first contribution to WRCJ 90.9 FM. The now 11-year-old plays piano, oboe, sax and drums and still contributes to the radio station. His mom, Heather, credits WRCJ for inspiring him. "WRCJ is an everyday part of our lives," she said. "It's like sprinkles on a cupcake; the cupcake may taste good but the sprinkles make it great."



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Katie Lynn was just 10 years old when she picked up a violin at the “Instrument Petting Zoo” at DPTV’s Kids Club Live in 2011. Fast forward five years. Katie now plays second chair violin for her high school orchestra and credits her success in classical music to WRCJ and DPTV. “I don’t think I would be playing today had it not been for Kids Club Live,” she said.



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Acres of Diamonds: The Story of the Knight Arts Challenge in Detroit

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PVS Chemicals

Michael C. Porter

Retired
DTE

Richard Rassel

Director
Butzel Long

George Riley

Chairman and Founder
RF Connect LLC

Lois Shaevsky

Stephen Strome

Ken Whipple
Korn/Ferry Internationals

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Mentha Manning

Jane Potee

Taka Powell

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Laura Rodwan

Fatima Salman

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Chris Stepien

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Khary Turner

Cynthia Weber

Shana Williams-Gorden

Lamar Willis

Dave Devereaux

DPTV Staff Member

Lisa Hall

DPTV Staff Member

Tara Hardy

DPTV Staff Member

Georgeann Herbert

DPTV Staff Member

Scott McCartney

DPTV Staff Member

Ed Moore

DPTV Staff Members

ABOUT US

The Detroit Educational Television Foundation is a Michigan not-for-profit corporation that holds the non-commercial broadcast license for **WTVS 56.1**, **DETROIT PBS KIDS 56.2**, **CREATE 56.3**, and **WORLD 56.4**. Detroit Public Television (DPTV). The Foundation also manages **WRCJ 90.9 FM**, which is licensed to Detroit Public Schools and is located inside the Detroit School of Arts.

For 13 years in a row, PBS has been identified as the **most trusted public institution in America** and is an “excellent” use of tax dollars, outranked only by military defense.

Source: A national survey conducted by ORC International's CARAVAN in January 2016.

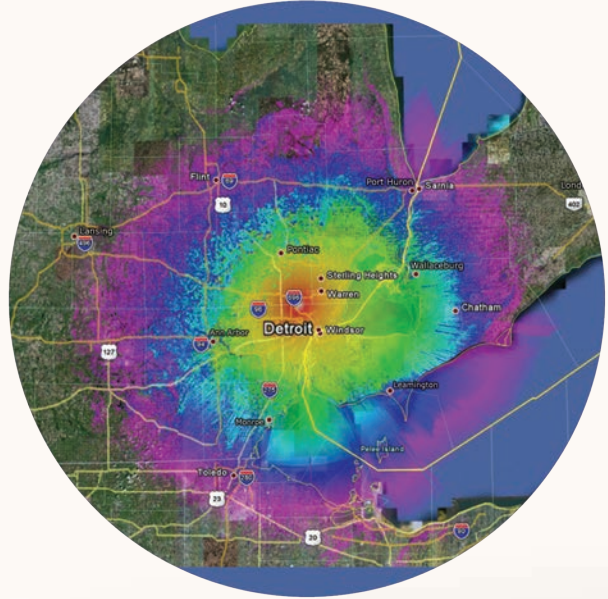
OUR AUDIENCES

Each week, more than two million people* in Southeast Michigan and throughout Canada watch **Detroit Public TV**.

Approximately **125,000 people**** each week listen to **WRCJ 90.9 FM**.

*Nielsen Media Research and BBM Canada, FY 2016

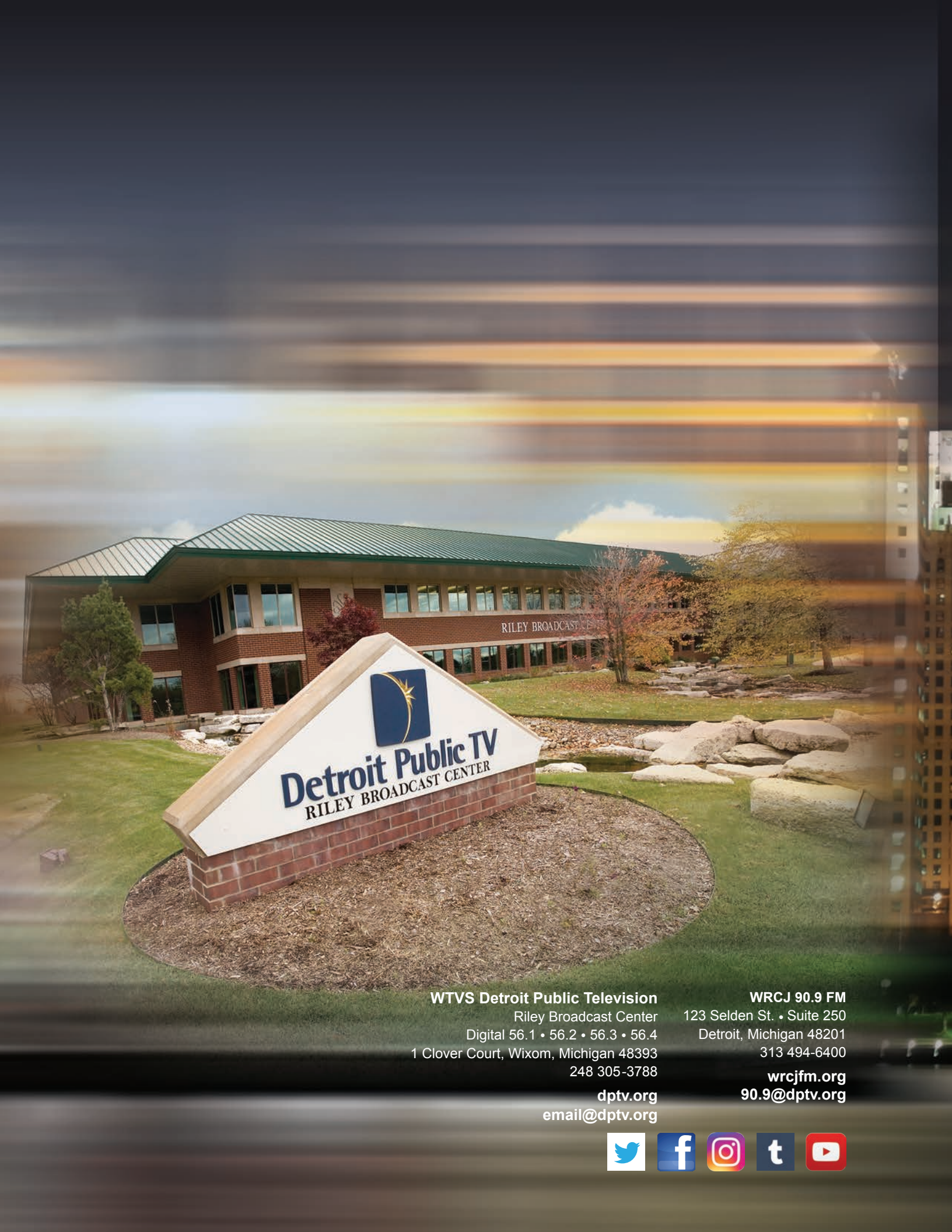
**The Nielsen Company, FY 2016



MORE CHANNELS, MORE CHOICES



As of January 16, 2017, **Detroit Public TV** distributes four over-the-air digital channels: our **main service on 56.1**; **DETROIT PBS KIDS on 56.2**, a 24/7 channel just for children; **CREATE on 56.3**, offering culinary, “how-to” and lifestyle programs; and **WORLD on 56.4**, taking viewers around the globe with science, news and independent documentaries. We also broadcast DPTV local productions on WORLD. **Learn more at dptv.org.**




Detroit Public TV
RILEY BROADCAST CENTER

WTVS Detroit Public Television
Riley Broadcast Center
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