



#1 in Public Trust 15 Consecutive Years



**Report to the Community**  
July 1, 2016-June 30, 2017  
Detroit Educational Television Foundation





Collaboration + Trust = Relationships



# To Our Community

**'We cherish the trust placed in us'**

**Perhaps the most important asset any person or organization can have is relationships.** At Detroit Public TV (DPTV), we cherish the trust placed in us by kids, parents, teachers, donors, project partners, community leaders and lifelong learners. Each day, we find new opportunities to collaborate with others and demonstrate public media's ability to tell important stories, honor creativity and achieve goals.

This year, we launched **DETROIT PBS KIDS**, a 24/7 service, which has rapidly become one of the most-watched digital channels in America. It fulfills a single need of providing educational children's programming during hours when it's not available anywhere else. In fact, our efforts in the education area – **Pre-School U, Digital Adventure** and more – have grown enormously thanks to partnerships with Michigan State University and many other educators and child-care providers.

We've also experienced success with our **One Detroit** and **Great Lakes** journalism bureaus. Our sustained reporting on topics that matter here is being noticed throughout America. Only public media has the ability to take a deeper dive into complicated subjects like immigration, prison reform and invasive species and then deliver it long- or short-form to where you are. Count on us to keep you informed.

And don't forget the Motor City for arts and culture. You'll see in these pages all the ways we are showing the world how **Detroit Performs** and celebrating hometown heroes, whether they are legends, rising stars or just everyday people lending a helping hand.

Please know that inside DPTV and WRCJ, we are continuously adapting to a rapidly changing media landscape. This keeps us focused on building relationships, asking the right questions and sharing stories that matter.

*As always, our most important partner is you and we thank you for your support.*

Sincerely,

A stylized, handwritten signature of Arthur Horwitz in black ink.

**Arthur Horwitz**  
Chair  
Board of Trustees

A handwritten signature of Rich Homberg in black ink, written in a cursive style.

**Rich Homberg**  
President  
and Chief Executive Officer





**ENGAGE** audiences by understanding issues, players and needs

**COLLABORATE** through key stakeholder partnerships

**CREATE** daily content, daily conversation, daily mindset

**SHARE** through multiple platforms – social digital, broadcast, on-the-ground engagement

**New  
Ideas  
New  
Model**



# Building a New Public Media Model

The City of Detroit has begun to write a new chapter in its history – one that is shaping up to be filled with dramatic change and opportunity. An integral part of Detroit Public Television’s strategic plan activates the trusted power of public media with immersive journalism, storytelling and critical partnerships to unify and more deeply engage with our community.

While traditional newsrooms and staff are shrinking, DPTV has expanded with a singular mission of advancing unity and continued quality of life improvement in greater Detroit by sharing real stories and provoking conversations that reach the heart of critical issues – all the while encouraging peace and understanding.

It’s an everyday commitment to telling Detroit’s story across multiple platforms: on-air, online, through social media and on-the-ground engagement in arts and culture, children and education, leadership and public affairs, energy, and environment and health and wellness.

It’s about sharing what we create with partners, funders, leaders and everyday citizens alike.

People are noticing. PBS has noticed – choosing DPTV as a trusted partner in collaborations from a pilot teacher education camp to the broadcast of our original content in PBS programs like **PBS NewsHour**, **SciTech Now** and the **WORLD Channel**.

We’re getting to know people like Frank and Tamiko Polk’s family in Detroit, whose **This Old House** story brought America’s most popular and longest-running home improvement series to the Motor City. Instead of solely focusing on the entertainment value, DPTV connected this opportunity through a signature **One Detroit Roadshow**, which initiated conversation and understanding about housing in Detroit neighborhoods.

Continued immersive, experiential community deep dives will build more relationships and culminate in broadcast conversations as DPTV convenes and engages Detroit’s stakeholders. Local series – **American Black Journal**, **MiWeek** and **Detroit Performs** – will further connect our audiences to important stories and information every week. Collaboration begins from the ground up as we embed our journalists into local communities to tell the stories of our neighborhoods, education, equity and inclusivity, power and identity – the stories Detroiters have told us they want.

## ...And, we’re just getting started.

**2.8M**

Weekly touchpoints across all platforms

**2M**

Weekly viewers

**#1**

PBS America’s most trusted institution 15 consecutive years



**ONE  
DETROIT**

Detroit Public Television

Support for Leadership and Public Affairs initiatives comes from program sponsors and from contributors to the Shirlee & Bill Fox Fund for Leadership and Public Affairs Programs in DPTV’s Smith Leadership Circle.

Real Stories





# Leadership and Public Affairs One Detroit



“What’s amazing for me, as a board member, is to see Detroit Public TV engaging in real time to help communities achieve their goals. The One Detroit team goes beyond a broadcast to provide an ongoing platform for authentic voices to be heard, and that’s essential for the forward movement of our region. With DPTV as a partner, courageous conversations can happen.”

Donna Murray-Brown • President & CEO, Michigan Nonprofit Association and Vice Chair, DPTV Board of Trustees

DPTV’s award-winning documentary team is at the heart of our One Detroit Bureau and leadership and public affairs coverage.

This year, the team produced town hall-style “roadshows” in Detroit’s east, west and southwest neighborhoods, which had people talking long after the cameras stopped rolling about mentorship, immigration, social justice, housing and many other critical issues.

The bureau works closely with the Detroit Journalism Cooperative, among other partners, and is a frequent contributor of stories to national platforms like **PBS’s, WORLD Channel, American Public Television** and **ITVS**.

DPTV leadership and public affairs coverage and storytelling have earned the trust of many, including the Detroit Regional Chamber. At the organization’s invitation, PBS President and CEO Paula Kerger has been invited to present a keynote address at the 2018 **Mackinac Policy Conference** on the topic of trust. It’s just one more example of the public’s strong respect for DPTV’s public affairs content, which is presented with clarity, context and integrity.

## MiWeek

Thursdays at 7:30 p.m. and Sundays at 9 a.m., journalists Christy McDonald, Nolan Finley and Stephen Henderson keep viewers informed with insightful analysis on what matters in Southeast Michigan and beyond.

## American Black Journal

Celebrating 50 years of broadcasting, “ABJ” is America’s longest-running locally produced news program. With a combination of in-studio conversations and performances and on-location community forums, Pulitzer Prize-winning journalist and host Stephen Henderson introduces viewers to newsmakers and leads thoughtful discussions about important issues, for every citizen of Detroit and Southeast Michigan.

## Mackinac Policy Conference

With more than 1,600 influential leaders at the Mackinac Policy Conference on Mackinac island, DPTV, in partnership with the Detroit Regional Chamber, was proud to broadcast and live stream the conversation from the island, reaching 38 times more people than those attending in person.

## Pathways to Prison

The U.S. imprisons more people than any other country, but America’s “get tough on crime” era may be evolving, as more people realize the great societal and economic costs. In this 60-minute special, DPTV’s One Detroit team explores the forces leading to imprisonment.

**#1**

Most diverse  
public television  
audience in  
America

**119%**

American Black  
Journal viewership  
increase since  
2016

**428%**

Mackinac Policy  
Conference digital  
video growth  
since 2011



Support for Leadership and Public Affairs initiatives comes from program sponsors and from contributors to the **Shirlee & Bill Fox Fund for Leadership and Public Affairs Programs in DPTV’s Smith Leadership Circle**.





Great Lakes Now

**7.4M**

Annual touchpoints  
and engagements

**276k**

Monthly  
social media  
impressions

**348%**

Social media  
growth in  
2017



**ONE  
DETROIT**

Detroit Public Television



# Energy and the Environment



"The Great Lakes will survive if we continue to share its stories. That's what we all must do. And that's what DPTV's Great Lakes Bureau/GreatLakes Now.org is doing."

Tom Cook • Cook Family Foundation Photo Credit: ©Michael David-Lorne Jordan/DLP

Detroit Public Television has established credibility while creating a trusted hub of daily energy and environmental news coverage for the 40 million citizens of the Great Lakes Basin. This daily mindset drives Great Lakes identity, awareness and understanding of where we live, work, play, protect – and the Great Lakes we cherish.

No other outlet creates, produces, collects, activates and convenes unbiased, quality energy and environmental content like DPTV. Through the creation of the Great Lakes Bureau and the hiring of a full-time bureau chief, journalist Mary Ellen Geist, DPTV has produced more than 175 Great Lakes-focused video assets and forged or expanded partnerships locally, regionally and nationally.

**The Great Lakes Bureau** consistently delivers timely coverage of important topics through a weekly eNewsletter and content-sharing system to interested environmental partners across the state and region and through national distribution platforms such as the **WORLD Channel**, **SciTech Now**, **PBS NewsHour** and more than 38 public television markets across the country.

## Beyond the Tap

Following DPTV's track record of success in producing national television documentaries, this series examines the human, economic and political impact of the nation's crumbling infrastructure and its effect on national water supply. Production began on three new half-hour specials in 2017: **Line 5: Beneath the Surface** focuses on the pipeline under the Straits of Mackinac; **Tapping the Great Lakes** explores water withdrawal; and **The Seven Generation River** examines the political, social and environmental issues surrounding water through the eyes of the Pokagon Band of Potawatomi Indians.

## Coverage of Important Stories

Relevant, timely, unbiased storytelling covers topics such as invasive species, culture and economy. But never has a story had such great impact or gained such attention as proposed federal budget cuts that threatened the dismantling of the EPA and the very existence of Lake Erie. The story and interview with scientist Dr. Jeff Reutter drew 426,000 story shares on Facebook.

## Conference Presence

An active presence at environmental conferences and meetings across the Great Lakes Basin took DPTV journalists to a dozen key events including Sustainable Brands 2017, Mackinac Policy and Great Lakes Commission Conferences.

**A Growing Presence**

**1,500% GreatLakesNow.org visitor growth from 2016 to 2017**

**58% increase in Facebook reach since 2016**

**46% content production increase since 2016**



# THE FILLMORE

DETROIT PUBLIC TV & MASCO  
PRESENT  
DETROIT PERFORMS LIVE

## Our Vision

To become the essential arts and culture media hub for greater Detroit, leveraging our media skills, audiences, relationships and community assets to not only meet the needs of arts and culture organizations and patrons in the region, but to grow a greater appreciation for the role of arts and culture in improving the quality of life and economic vitality of the region.



# Arts and Culture



"If creating connections between Detroit area artists and their patrons is a fundamental goal of "Detroit Performs," I can honestly say it does just that. And I am thrilled by the exposure that *Detroit Performs* has given to me as a local artist."

Aric Liljegren • Featured Artist, Detroit Performs

There is a reason that Detroit has an international reputation as a creative hub. Our region is thriving thanks, in part, to a strong legacy of achievement, a rich cultural life and shared experiences in the arts.

This year, we took you to The Fillmore for a showcase of Motor City artists on **Detroit Performs LIVE**. You were there in Florence, Italy, as Il Volo sang with Placido Domingo for one magical night. You joined us for an intimate tour of the Grand Hotel on Mackinac Island and rang in the New Year with us and the Detroit Symphony Orchestra in Midtown Detroit. We met fascinating authors on **Book View Now**, thoughtful leaders on **American Black Journal** and rising stars on **Detroit Performs**. Learn more at [detroitperforms.org](http://detroitperforms.org).

And, of course, PBS brings the best in drama and culture with **Masterpiece**, **American Masters**, **Finding Your Roots** and many more programs. At Detroit Public TV and WRCJ 90.9 FM, we celebrate the arts and invite you to enjoy a front-row ticket to great performances.

Other programs of note this year:

## Sphinx Finals Concert

This 20th anniversary concert showcased rising African American and Latino classical music string players. DPTV also provided live streaming for Sphinx Connect 2017, a multi-day conference on diversity in the arts.

## Bravo! Florine Mark

In June 2017, as part of its **Bravo!** series of donor recognition events, DPTV produced a documentary and in-studio live celebration honoring weight-loss pioneer, entrepreneur and philanthropist, Florine Mark.

## Detroit Performs: David DiChiera

Also in June, DPTV produced a short documentary and in-studio live celebration to honor the founder of Michigan Opera Theatre, Dr. David DiChiera.

## Dream Cruise Roadshow

Hosted by legendary auto executive Bob Lutz, **A Craftsman's Legacy** star Eric Gorges and DPTV's Fred Nahhat, this live broadcast from the Woodward Dream Cruise featured dozens of classic cars.

## Daniel O'Donnell Back Home Again

In his latest special for PBS, shot in Dublin by DPTV, Daniel strikes an emotional chord as he returns to Ireland to sing classic standards and Irish favorites.

## Celtic Roots with Nathan Carter

DPTV produced the first PBS special for Irish singer Nathan Carter, in which he delighted audiences with a variety of classic Celtic tunes and American ballads.

**600+**

Hours of  
annual arts  
and culture  
programming

**300+**

Emerging artists  
introduced through  
six seasons of  
Detroit Performs





90.9

WRCJ



**180k**

Listeners  
each week

# WRCJ 90.9 FM

## Classical Days, Jazzy Nights



“Our lives are richer for the presence of WRCJ available via FM and internet. We are impressed by its efforts to support the arts and are gratified by the way in which WRCJ nurtures its supporters and the community.”

Ann and William Maas

WRCJ 90.9 FM is Detroit’s essential voice for classical and jazz music and the “must-have” media partner for arts, cultural and educational organizations in Southeast Michigan. The radio station is devoted to creating musical experiences for people of all ages, whether it’s the music it plays presented by trusted hosts, instrument “petting zoos” for young children, the Classical Brunch concert series or interviews with visiting artists. WRCJ also honors community members for their outstanding contributions to the arts at its annual Kresge Society event. We believe that classical and jazz music must be celebrated and deserves a home on the radio in Detroit.

This year saw Detroit’s “Classical Days & Jazzy Nights” public radio station change ownership to a private foundation and begin a new era, building on its commitment to celebrate the arts in greater Detroit and promote our classical and jazz artists and venues. Detroit Public TV will continue to manage WRCJ in perpetuity.

Led by classical on-air hosts **Dave Wagner** and **Chris Felcyn**, WRCJ regularly presents concerts by the Detroit Symphony Orchestra, Michigan Opera Theatre, Ann Arbor Symphony, Michigan Philharmonic and other ensembles, while local jazz hosts **Maxine Michaels** and **John Penney** connect listeners with Detroit jazz artists. Many nonprofit organizations count on WRCJ to publicize concerts and events, and the station is committed to promoting music education.

In 2017, WRCJ expanded statewide distribution of live Detroit Symphony Orchestra broadcasts throughout Michigan, including the cities of Lansing and Kalamazoo and the Interlochen network of stations. Funding for statewide distribution is provided by the Masco Corporation Foundation, Ann and Jim Nicholson, and listeners like you. Thank you.

## Learn more at [wrcjfm.org](http://wrcjfm.org)

4

Consecutive years  
best *Hour Detroit*  
playlist

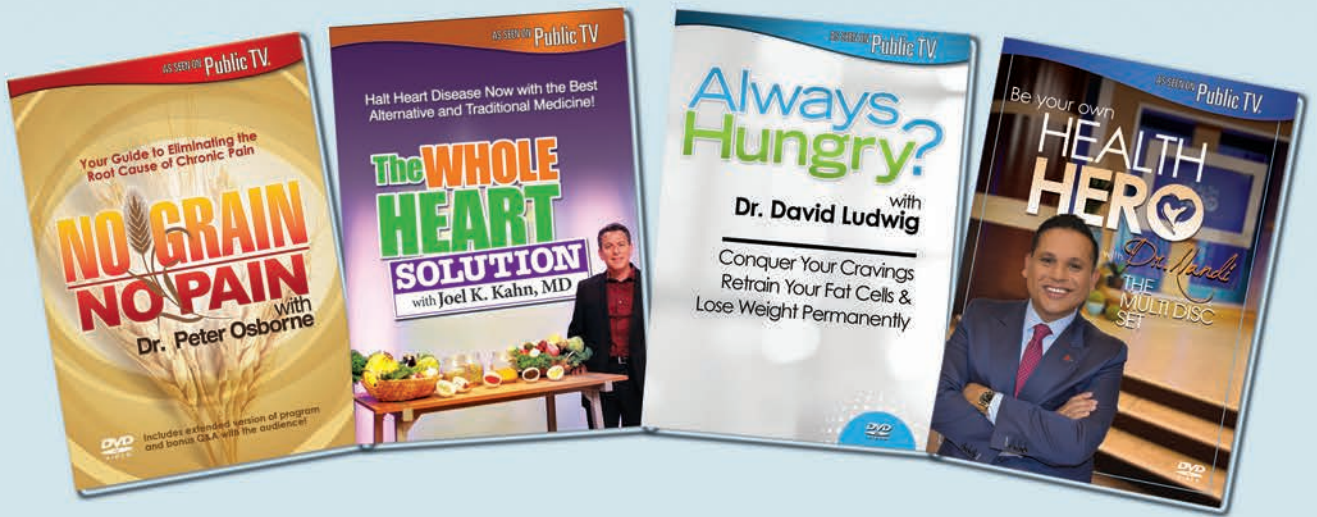
10k

Loyal  
supporters

200

Major  
donors





Stay Healthy



Detroit  
Public TV



# Health and Wellness

Perhaps the most important relationship people can have is with their own body. Detroit Public TV has become a leading provider of wellness programs for PBS stations throughout America. With recent specials like **How Not to Die** and **The New Rules of Food**, we're helping viewers make healthier choices and enjoy more active lives. DPTV-produced or managed specials this year included:

## No Grain, No Pain

Dr. Peter Osborne offers practical steps to eliminate all sources of gluten and gluten-like substances to begin leading a healthier life.

## The Whole Heart Solution

Plant-focused cardiologist Joel K. Kahn, MD, reveals 75 simple, low-cost things you can do to reduce your likelihood of heart attack.

## Always Hungry with Dr. Ludwig

Endocrinologist Dr. David S. Ludwig explains how metabolism and healthy fat cells play a factor in weight management.

## Age Fix with Dr. Youn

Troy, Michigan-based plastic surgeon Dr. Anthony Youn shares holistic tips to keep you out of the operating room and help you look younger.

## Be Your Own Health Hero with Dr. Nandi

Dr. Partha Nandi shares what he believes are the best practices, from Eastern and Western Medicine, for achieving longevity, well-being and a joyful life.

Wellness isn't solely about one's physical health. DPTV's documentary and ongoing engagement program, **When I'm 65**, gives gloss-free explanations and offers "can-do" action plans to answer questions posed by Baby Boomers, Gen Xers and Millennials alike. The initiative is a trusted guide to help navigate retirement no matter what your personal view of retirement may be. The one-hour documentary, produced in 2016, has migrated into a multi-platform engagement project expanding across the country. In Ohio, DPTV provided educational resources, documentary airings on Ohio PBS stations and community events and panel discussions that earned press coverage by 36 media outlets.

# WHEN I'M

# 65

**\$500,000**

DPTV revenue generated by health-related productions in FY 17

**20,000**

Ohio households reached by When I'm 65 engagement initiative\*



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





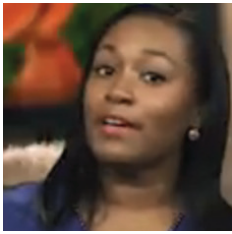
**500k**

Children's  
programming  
weekly viewers

**#2**

Most watched  
PBS Kids channel  
in the USA

# Children and Education



“Thank you for bringing us the Family Creative Learning Workshop! My kids are having an awesome time learning to code! My son came home tonight full of excitement and told his Dad all about coding. He said, ‘Dad, Ms. Tara asked me to help others because I figured it out before she explained it. Coding is so cool and Ms. Tara is so nice; you have to come meet her.’ I appreciate all that you do and your efforts for helping children. You ROCK!”

Kyla Washington, BSBM, M.Ed. • Great Start Collaborative Wayne County • East Region Parent Liaison

Detroit Public Television is the ONLY organization that reaches into the home every day with free, over-the-air broadcasts to reach all Detroit families with trusted, quality, educational children’s programming. Leveraging DPTV and PBS assets, we empower parents, support educators and engage the community through a unique learning ecosystem. DPTV promotes and encourages strong relationships, which run parent to child, teacher to child and parent to teacher while developing strategic relationships and partnerships with key educational stakeholders across Southeast Michigan. DPTV links free over-the-air programming to activities in the home, on devices and at community events. Our mission is critical: **Every child is ready for school and life.**

Nowhere is our commitment more evident than on the **Detroit PBS KIDS** channel, which launched in January 2017. Now, trusted programs for children are available 24/7 on-air and online when parents and families need them most. The new station quickly grew to be the 2nd most watched PBS Kids channel in the nation.

The channel is just one partnership between DPTV and PBS. The organization chose DPTV to pilot PBS **Edcamp**, innovative professional development driven by peer-to-peer collaborations and conversations about arts, language and classroom management. Even more importantly, this workshop was specifically targeted to educators of children ages 2-8. One teacher said it best, “*This is the first time I felt like I was recognized as an educator, that I’m not just a babysitter.*” More Edcamps are planned in 2018.

As a **neutral convener**, partnerships are vital to the work we do. This past year DPTV welcomed a Michigan State University Extension embedded educator to our team at Riley Broadcast Center, who, with 10 other MSU educational experts, partnered with us to create localized messages that help parents prepare their children for school and life.

**Ready to Learn** introduced **PBS KIDS Scratch Jr.**, a mobile app where kids don’t just learn to code; they code to learn. **Pre-School U (PSU)** parent/caregiver training workshops, a national model developed by DPTV, supported at-risk families and teachers with early child development and school readiness resources. A Michigan Public Health Institute study showed PSU increased the number of minutes participants spent reading to their children by 24 percent. **Digital Adventure** took more than 15,000 students and 300 teachers behind the scenes at the Detroit Institute of Arts on a virtual field trip to explore art, science and math.

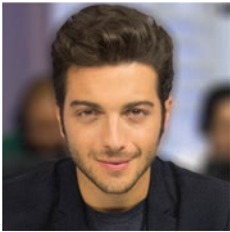
With an everyday voice, ever-deepening engagement and heightened visibility, DPTV is a recognized local hub for early childhood learning with multiple programs and initiatives.



Support for Children and Education initiatives comes from program sponsors and from contributors to the **Lauren & Phillip Fisher Fund for Children and Education Programs in DPTV’s Smith Leadership Circle.**



# Production as a Business



“DPTV produced the PBS special, “Il Volo: Notte Magica,” recorded live at Santa Croce Square in Florence, Italy. The seventh in a series of concerts produced by DPTV with Il Volo, the concert was a tribute to the original “Three Tenors,” directed by legendary tenor Placido Domingo. We love DPTV!”

Gianluca Ginoble • Il Volo

- 10** National PBS Specials produced in one year
- 1.3M** Sustainable Brands impressions
- 1.6M** PBS Books views at the Library of Congress National Book Festival





DPTV's work has earned an international reputation for expertise in coverage of local, national and international events from theater and sports to public forums and concerts. DPTV's state-of-the-art facilities and production equipment combined with a creative and experienced team of producers, editors and technicians produce award-winning content while traveling the world or staying right here at home at DPTV studios in Wixom.

As one of the leading producers of PBS national pledge programs, DPTV captured the magic of Il Volo's tribute to the legendary "Three Tenors," as Placido Domingo served as a performer and conductor beneath the stars in Florence, Italy. This national production earned more than 95% U.S. carriage and was the #1 PBS pledge program in December 2016 and has had more than 2,400 airings to date. The success was driven by DPTV's station relations team, which promoted broadcast of fundraising specials throughout America, and worked with independent producers to help secure play and promotion for their programs throughout Michigan.

**PBS Books**, another successful collaboration and partnership between DPTV and PBS, celebrates the love of books. Connecting readers and booklovers to great authors through live events and author and book highlights, PBSbooks.org uses multimedia channels to link readers to the written word through a worldwide platform.

Detroit Public TV has a growing reputation for amplifying important conferences and events and is able to provide free access to a global audience. DPTV streamed 23½ hours of the 2017 Sustainable Brands Conference, engaging 300,000 individuals in the organization's crucial mission of rallying commerce to protect the earth and to redefine the good life.

**Our production business is an important source of revenue for Detroit Public Television and we invite you to learn more by contacting our team at [dptv.org/about/production-services](http://dptv.org/about/production-services).**







## The Best from PBS

What are the most popular PBS programs on Detroit Public TV? Well, Detroiters love drama. We're talking about **Masterpiece** led by such memorable characters as **Victoria**, **Poldark**, **Grantchester**, **Sherlock**, **The Durrell's of Corfu**, **Churchill** and the brave men and women on **Mercy Street** and **Call the Midwife**. DPTV fans also tuned in large numbers to **Father Brown** and **Miss Fisher's Murder Mysteries**.

Our viewers appreciate real stories about real people, such as **Finding Your Roots**, **Antiques Roadshow**, **Hamilton's America**, **American Experience** and Ken Burns' epic documentary, **The Vietnam War**. Viewers followed the trials and tribulations of amateur bakers in **The Great British Baking Show**. And, hometown pride was on display when **This Old House** aired episodes filmed in Detroit, which marked the first time in its 38-year history that the series came to our town.

"Think Wednesday" has proved to be popular with viewers, who enjoy the long-running prestige and trust of PBS programs, such as **Nature**, **NOVA** and **Secrets of the Dead**.

**PBS NewsHour**, **POV**, **Independent Lens** and **Frontline** provide viewers with news and current events programming that goes beyond the headlines of stories breaking here and around the world.

And, from **Daniel Tiger's Neighborhood** and **Peg + Cat** to **Wild Kratts** and **Dinosaur Train**, parents and teachers rank PBS Kids programming as the most trusted and safe place for their children to watch TV.

It's television worth watching, brought to Southeast Michigan by Detroit Public TV and PBS.



For complete program listing, visit [dptv.org](http://dptv.org). Thanks for watching!



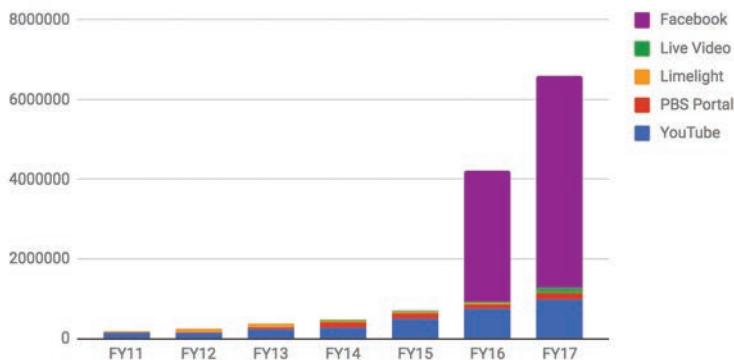
# Digital Media

In the photo above, Major General Michael Stone, Commander, 46th Military Police Command of the Michigan Army National Guard, talks to digital producers Michael Sellers and Angela Brown before a screening of Ken Burns’ **The Vietnam War** at The War Memorial in Grosse Pointe Farms. The interview is just one example of DPTV’s expanding engagement of digital content.

DPTV’s digital productions are valuable as they offer local perspectives on national issues — as was the case with One Detroit’s digital series, **Maria’s Story**. The series gave viewers the opportunity to explore the complexities of immigration policy through the eyes of Detroitier Maria Garcia Juarez. Watch the series and all of our coverage on immigration at <http://dptvpassport.org>.

Through our digital video on demand, our mobile apps, social media channels and more — you can take us with you. Last year we reached more than one million people through social media each month. WRCJ enjoys more than 200,000 listeners monthly through our digital streams. And our YouTube channel adds dozens of new videos each week.

Digital Video Plays FY11 - FY17



<http://dptv.org> <http://wrcjfm.org>

DPTV and WRCJ are available for you when you want, and where you want.





# Financial Results

Detroit Educational Television Foundation Fiscal Year 2017

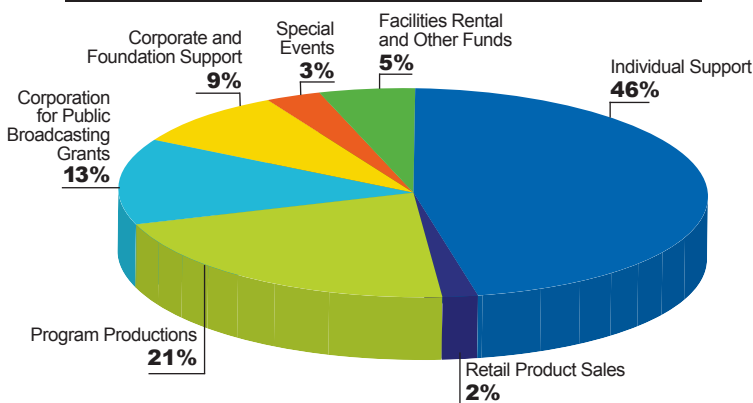
## Statement of Activities

	Year Ended June 30	
	2017	2016
<b>Changes in Unrestricted Net Assets</b>		
<b>Revenues</b>		
Individual contributions	\$ 8,688,555	\$ 9,120,197
Retail product sales	389,630	518,630
Local and national program productions	3,024,435	2,974,375
Corporate contributions	1,075,745	1,134,198
Corporation for Public Broadcasting grants	2,430,469	2,581,588
Foundation contributions	617,231	337,175
Special events	525,221	326,268
Facilities rental	481,944	512,606
Investment income	269,232	(27,156)
Net assets released from restrictions	1,004,168	1,193,552
Miscellaneous income	242,713	123,300
<b>Total Revenues</b>	<b>18,749,343</b>	<b>18,794,733</b>
<b>Expenses</b>		
Program services:		
Production	5,276,673	5,826,228
Broadcast	5,430,146	5,699,185
Communications	1,536,444	1,329,488
Total Program Services	12,243,263	12,854,901
Supporting Services:		
Fundraising	4,614,297	5,272,788
Administrative	2,075,909	2,178,702
<b>Total Expenses</b>	<b>18,933,469</b>	<b>20,306,391</b>
<b>Increase/(Decrease) in Unrestricted Net Assets</b>	<b>(184,126)</b>	<b>(1,511,658)</b>
<b>Changes in Temporarily Restricted Net Assets</b>		
Contributions	1,232,408	1,166,655
Net assets released from restrictions	(1,004,168)	(1,193,552)
<b>Increase in Temporarily Restricted Net Assets</b>	<b>228,240</b>	<b>(26,897)</b>
<b>Increase in Net Assets</b>	<b>44,114</b>	<b>(1,538,555)</b>
<b>Net Assets - Beginning of year</b>	<b>17,240,086</b>	<b>18,778,641</b>
<b>Net Assets - End of year</b>	<b>17,284,200</b>	<b>\$17,240,086</b>

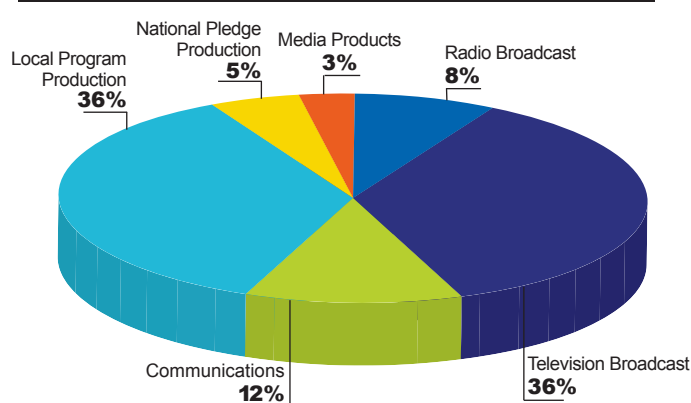
## Balance Sheet

	Year Ended June 30	
	2017	2016
<b>Assets</b>		
Cash and cash equivalents	\$3,082,648	\$ 3,323,349
Investments	2,826,243	2,549,561
Accounts receivable, net	671,976	676,170
Pledges receivable, net	1,849,155	1,707,073
Inventory	38,394	12,710
Prepaid assets and other	296,249	210,366
Property and equipment, net	13,035,54	13,780,723
Other Assets	1,317,917	
<b>Total Assets</b>	<b>23,118,127</b>	<b>22,259,952</b>
<b>Liabilities and Net Assets</b>		
Liabilities:		
Accounts payable	\$ 712,113	\$ 795,368
Accrued liabilities	1,758,754	1,751,630
Long term debt	3,363,060	2,472,868
Total Liabilities	5,833,927	5,019,866
Net Assets:		
Unrestricted	15,323,334	15,507,460
Temporarily restricted	1,880,846	1,652,606
Permanently restricted - Endowment	80,020	80,020
Total Net Assets	17,284,200	17,240,086
<b>Total Liabilities and Net Assets</b>	<b>\$23,118,127</b>	<b>\$22,259,952</b>

## Revenue Sources Fiscal Year 2017



## Program Services Fiscal Year 2017



# 2016–2017 Awards

## **Michigan Association of Broadcasters Broadcast Excellence Awards**

*Public Broadcasting Station of the Year*  
**WTVS-TV Detroit Public Television**

*Community Involvement*  
**Digital Adventure**

*Cultural Programming*  
**Detroit Performs Series**

*News or Public Affairs Special*  
**Beyond the Tap**

*News Special or Documentary*  
**When I'm 65**

*Sports – Outdoor or Recreation*  
**Learning in the Wild**

*Cultural & Performing Arts*  
**Il Volo: Una Notte Magica**

*Marketing Materials & Promos*  
**One Detroit**

*News or Public Affairs Series*  
**American Black Journal**

*Special Interest Programming*  
**Detroit Remember When: J.P. McCarthy,  
The Voice of Detroit**

## **Michigan Emmy Awards The National Academy of Television, Arts & Sciences (NATAS) – Michigan Chapter**

*Documentary – Cultural*  
**Symphony in D**

The Knight Foundation  
Dennis Scholl  
Tod Machover  
Marlon Johnson  
Konstantia Kontaxis

*Documentary – Historical*  
**The Wizard of Boulder Park**  
Bon Ami Films – Anne Belanger

*Public/Current/Community Affairs*  
**Love, Life & Loss**  
Michigan Media – University of Michigan  
Bob Berg  
Chris McElroy

*Audio*  
**Love, Life & Loss**  
University of Michigan Men's Glee Club  
David Lau

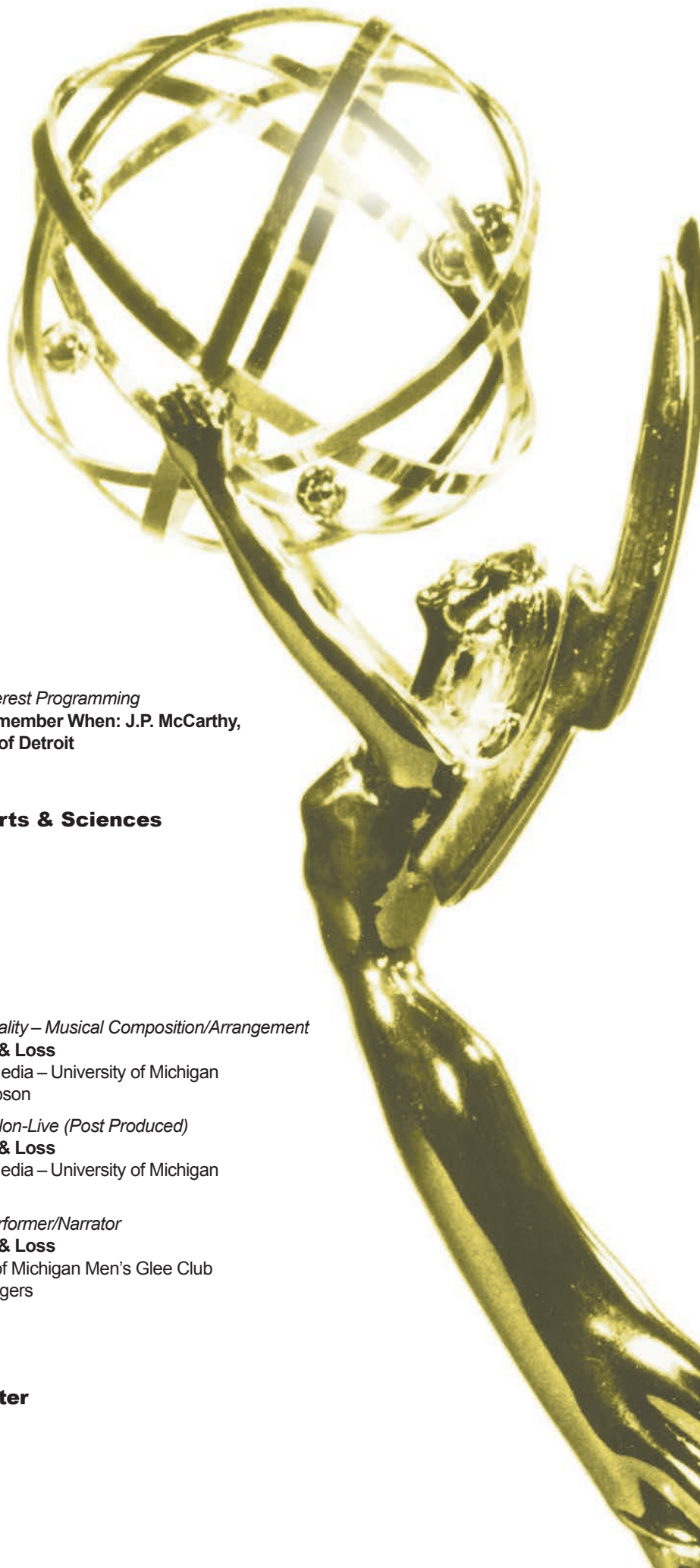
*Craft Speciality – Musical Composition/Arrangement*  
**Love, Life & Loss**  
Michigan Media – University of Michigan  
Joel Thompson

*Director – Non-Live (Post Produced)*  
**Love, Life & Loss**  
Michigan Media – University of Michigan  
Bob Berg

*Talent – Performer/Narrator*  
**Love, Life & Loss**  
University of Michigan Men's Glee Club  
Eugene Rogers

## **The Association of Fundraising Professionals - Detroit Chapter**

*Distinguished Volunteers*  
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Leah Milne (DPTV)





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Simply put, volunteers are at the heart of everything we do. From supplying friendly voices who answer the phones during quarterly fundraising drives to helping out at community events like **Kids Club Live**, these dedicated men and women support our mission of serving Southeast Michigan. Members of DPTV's Board of Trustees and Community Advisory Panel (above) also generously donate their time and talents.

DPTV and WRCJ rely on our volunteers. Our work would not be possible without their ongoing commitment to generously take time out of their daily lives to serve our community. We rely on our volunteers to help with clerical work, organizational projects, serving food and snacks, registering guests at screenings and assisting our events, membership and development teams.

**Volunteering at DPTV and WRCJ supports something bigger — DPTV's legacy of providing trusted, quality, educational programming and content to our community. Join us at [dptv.org/volunteer](http://dptv.org/volunteer).**

**923**  
Volunteers

**4,523**  
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Public TV



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