

MEDIA THAT MATTERS

Community impact is how we measure success



Report to the Community
July 1, 2017-June 30, 2018
Detroit Educational Television Foundation

Vision, Mission, Values

VISION

A community in which people trust public media to help them discover new ideas, make informed decisions and enjoy enriched lives.

MISSION

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

VALUES

Trust

Act with integrity to maintain and build the confidence placed in us by our community.

Achievement

Develop and maintain high standards of performance and strive for continuous improvement to meet or exceed expectations.

Growth

Advance our staff's skills and our organization's capabilities in order to best serve our community.

Teamwork

Combine the knowledge and skills of our employees and partners to build solutions, achieve goals and foster shared success.

Creativity

Demonstrate openness to new ideas and collaborations through experimentation and risk-taking.

Service

Listen, understand and respond, so that every person who interacts with DPTV finds value.

Respect

Honor the diverse perspectives and unique contributions of all individuals.



Detroit Public Television

Detroit Public Television Belongs to You

We mean that quite literally. Detroit Public Television is the only community-owned and licensed PBS station in Michigan; it is completely independent of any educational, government or other institution.

It belongs to our community in all its wonderful diversity, and all of us in the DPTV family – our viewers, supporters, board and employees – keep the trust you place in us firmly in mind in everything we do.

Each week more than two million people watch our four broadcast channels, and nearly 200,000 people listen to our radio station, WRCJ 90.9 FM, for classical days and jazzy nights. At the same time, our digital presence is also growing rapidly – we reach more than half a million unique visitors through our website, YouTube channels and social media platforms each month, and we're personally connecting with tens of thousands in the community each year.

As a media organization, we are proud of our fine arts programming, environmental coverage, local journalism and the very best in educational content.

Of even greater importance, however, is the impact we have in our community: the connections we have made throughout the city and the region, the authentic stories we tell, the platform we give to voices that are rarely heard in traditional media.

In this report, you will find inspiring stories about the lives we have touched in the community, – the 14-year-old musical prodigy who learned to love music by listening to *your* radio station or the Detroit pastor whose congregation received invaluable support after being featured on *your* public television station.

We want to thank the more than 70,000 donors, whose contributions – large and small – enable us to bring the stories of Detroit to life. It's this broad base of support that makes it all possible.

We truly believe that Detroit is the most important city in America.

That's why we always remember: We are Detroit's public television station – and yours.



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



Who We Are

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. The Foundation also manages WRCJ 90.9 FM, which is licensed to Detroit Classical and Jazz Educational Radio, LLC.

Detroit Public TV (DPTV) is Michigan's only community-licensed public television station, operating entirely independently of any educational institutions or governmental entities. Its funding comes from the community it serves.

Detroit Public TV and PBS have been rated by the American people the most trusted institution in the nation for 16 consecutive years.

Whom We Reach

With more than **2 million weekly** viewers across its four channels, with 1 million of those in Southeast Michigan, DPTV is the state's largest and most watched public television station, as well as having the most diverse public television audience in America.

In addition, another 90,000 people visit its website dptv.org each week for videos, blogs, photo galleries and other content. WRCJ 90.9 FM reaches nearly 200,000 listeners each week over the air or on digital devices.

Our Programming



56.1: The main channel, with trusted national and local programs • **56.2:** The new 24/7 Detroit PBS KIDS Channel

56.3: The Create Channel, "how-to" content • **56.4:** The WORLD Channel, a world of news and documentaries

WRCJ 90.9 FM: Classical music during the day and jazz at night

Where We Are

Detroit Public TV studios and executive offices are in Wixom. Its "One Detroit" and "Great Lakes Now" bureaus are located in the Detroit Historical Museum, and WRCJ 90.9 FM has its studios in the Detroit School of the Arts.

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Your Ticket to the Arts

Detroit Public TV and **WRCJ 90.9 FM** are your concert hall, art gallery, theater stage, dance hall and much more. Together, they represent the essential voice in the region for arts and culture, leveraging the power of media to encourage participation in and a greater appreciation for the arts.



dptv.org | wrcjfm.org | detroitperforms.org



Media is 3 times more likely to drive participation in the arts

National Endowment for the Arts 2017

3x

As vibrant a cultural scene as Detroit offers, arts organizations need **a strong media presence**, like that of DPTV and WRCJ, if they are to thrive. Audiences are aging, commercial media's arts coverage has declined and many schools have dropped arts education. It is more important than ever for public media to spotlight established and emerging artists, to foster critical

conversations and to support diversity and inclusivity in all the arts.

As DPTV's art and culture team continues to grow, it will expand local content, convene more community partnerships and, most importantly, create a larger stage for artists of every style and every genre.





Media that Matters: Arts and Culture

“We’re glad (WRCJ) exists, and we hope it continues to grow... If you know classical music, you know the basis for every type of music. That’s part of what I think makes Acer a good musician these days is that he has the audio grounding in classical.”

Heather Bowman-Tomlinson
whose son Acer has listened to and supported WRCJ since he was 3

For the full story, visit
dptv.org/mediathatmatters

Essential voice for arts and culture



600

Hours annually of
arts and culture
programming

7M

WRCJ 90.9 FM
is streamed more
than 7 million
minutes
each month

170k

More than 170,000
total views of
Detroit Performs
content
each month
(on-air and digital)

Detroit Performs Adventurously

Detroit Public TV's **weekly showcase of Detroit's arts and artists**, "Detroit Performs" opens the door to grassroots galleries, creative collaborations, poetry slams and indie theater. Whatever's worthwhile performing or creating in greater Detroit is likely to be found on "Detroit Performs." Its companion website – **detroitperforms.org** – offers a curated listing of the best offerings in local culture, to get you out of the house and into the arts.

WRCJ Sharing the Classics

The cherished spot for **classical music and jazz**, WRCJ 90.9 FM began statewide distribution of its live broadcasts of the Detroit Symphony Orchestra, thanks to a partnership with WKAR-FM East Lansing, WIAA-FM Interlochen Public Radio and WMUK Kalamazoo. WRCJ also regularly broadcasts performances by Michigan Opera Theatre, Ann Arbor Symphony Orchestra, Michigan Philharmonic and the DSO Youth Orchestra.

Classical Brunch

It's a longtime community favorite – **WRCJ's Classical Brunch Series**. For eight years, the station has served up some of Detroit's best musicians, including many from the Detroit Symphony Orchestra, along with a hearty meal at The Community House of Birmingham, often to sold-out crowds. It's just part of WRCJ's mission to create musical experiences.

SPHINX: Celebrating African Americans and Latinx in Music

DPTV is **committed to diversity in all aspects of local life**, including the arts. Thus, the Sphinx Organization is a natural partner for the station, which live-streamed and broadcast the 21st annual Sphinx Competition Finals Concert last year. This internationally recognized competition allows outstanding young Black and Latinx string players from around the world an opportunity to compete for cash prizes and start building a career in classical music, where they've long been underrepresented. Leading up to the Finals Concert, DPTV also provided a livestream of the second annual SphinxConnect, a convening of artists and leaders in diversity.



Sadly, WRCJ said goodbye to its longtime midday host, Chris Felcyn, who passed away unexpectedly last year. He was widely praised for his ability to connect with listeners. He will be missed.



Four Million People... One Story

DPTV's "One Detroit" local news bureau is adopting a revolutionary approach to covering the city, based on **immersive community engagement**. The team is firmly rooted in neighborhoods, often underrepresented in the media, talking with people in their homes, church basements and schools and understanding the issues that matter most to residents.





American
Black Journal
and One Detroit
average 150,000+
total views each
month combined

150k

As traditional newsrooms shrink, "One Detroit" tells the **authentic stories of Detroit**, bringing depth and context to complex issues, restoring trust in the media and providing citizens with needed information.

With offices in Midtown, "One Detroit" seeks to advance the unity of the region, while celebrating its diversity and capturing positive achievements

as well as problems it still wrestles with. Moving forward, "One Detroit" will intensify this effort through expanded coverage, creating a daily conversation on critical issues and serving as a platform for important policy discussions.

In this way, "One Detroit" will contribute to the ongoing efforts to improve the quality of life for all members of the community.



**ONE
DETROIT**
Detroit Public TV





Media that Matters: One Detroit

“It was an extremely moving episode and we knew immediately that somehow somehow we wanted to get involved with the church. It was a young man on there by the name of Dwight who was discussing some of the issues he was having just being a black young male... being a little older but understanding what some of those issues may be, that really hit home for me.”

Corey Whitlock

who moved his security company, Pad Genius, to Detroit after a “One Detroit” segment on the Church of the Messiah

For the full story, visit dptv.org/mediathatmatters

Advance unity and improve quality of life



60k

digital views
of video
focused on
neighborhoods

79k

total views of the
Mackinac Policy
Conference
in 2018

202%

American
Black Journal
doubled its
digital video
plays in 2018

One Detroit's New Approach to News

In 2018, DPTV launched a **weekly news and public affairs show**, "One Detroit," featuring a fresh format that emphasizes on-location interviews and field reports. Its anchor team of Christy McDonald, Stephen Henderson and Nolan Finley, along with other One Detroit reporters and producers, are out in the community capturing the life, character and authentic stories of Detroiters with unprecedented scope and perspective. Many of its stories reach a national audience through "PBS NewsHour."

Listening to the Community

To shape its ongoing coverage, "One Detroit," in partnership with Community Development Advocates of Detroit, has conducted a series of conversations to understand the challenges and opportunities facing various city neighborhoods. One such session led to a story about young black men at **Islandview's Church of the Messiah**, who spoke candidly about their daily struggles with violence, poverty and housing insecurity. The segment motivated viewers to pitch in on various church efforts, including a drive to increase internet access for local residents.

American Black Journal Turns 50

Born of the civil disturbance of 1967, DPTV's "American Black Journal" celebrated its 50th anniversary, making it the **longest running public affairs program dedicated to the African American experience**. Hosted by Stephen Henderson, a Pulitzer Prize-winning journalist, it remains a reliable, respectful forum for thought, culture and politics from the perspective of Black Americans. The year-long tribute to this landmark program included live community roadshows, special guests like Stanley Nelson and Michael Eric Dyson, highlights from 50 years of programming and its usual brand of insightful, provocative dialogue.

Detroit Journalism Cooperative

"One Detroit" is a lead member of the Detroit Journalism Cooperative (DJC), composed of journalists from DPTV, Bridge Magazine, Chalkbeat Detroit, Michigan Radio, WDET and New Michigan Media. **Its collective power** was demonstrated when it was able to enlist Michigan gubernatorial candidates for hour-long interviews with DJC reporters in the Detroit Public TV studios, both during the primaries and the general election.

21 Days to Exile

During one of its community roadshows, "One Detroit" reporters learned of **Maria Garcia Juarez**, a young woman from Southwest Detroit, who was to be deported in 21 days, leaving behind her leukemia-stricken husband and 18-month-old son. "One Detroit" and DJC partner, Bridge Magazine, followed her heart-wrenching story as she fought deportation until the very end and visited her in Mexico as she struggled to establish a new life. To date, the video of her story has received more than 345,000 views.





Preparing Kids for School and Life

Since the earliest days of **Fred Rogers**, PBS has been synonymous with early childhood education. **Daniel Tiger**, **Cat in the Hat**, **Arthur**, **Odd Squad** and a host of other beloved characters have not only entertained children but taught them valuable lessons about life and learning.

...growth in social media directed toward educators

216%





Detroit Public TV builds on this PBS tradition by offering rich, **curriculum-based educational resources** to teachers, parents and caregivers – whether at home, in schools or elsewhere in the community.

The Education team works closely with partners throughout Southeast

Michigan to help assure every child enters kindergarten ready for school, supported by informed parents and the best prepared professional educators. Most of all it uses the power of the media to advocate for the critical role of early childhood education in the success of students and the community.





Media that Matters: Early Childhood Education

“They were holding their babies on their lap, when in the past, they would leave them in the stroller...Those are some of the visual signs that I’m reconnecting to you because now I want to be a part of your life. It’s not just my responsibility, but I’m falling in love with you again.”

Yolanda Eddins

of New Paradigm Schools about the changes she sees in parents after Pre-School U

For the full story, visit dptv.org/mediathatmatters

Curriculum-based educational resources



7.4M

7.4 Million streams of Detroit PBS KIDS content in Southeastern MI

194%

Detroit PBS KIDS nearly doubled its viewers in 2018

#1

Rating in nation for PBS KIDS Channel (July 2018)

The Best TV for PBS KIDS

DPTV is celebrating the second year of its new 24/7 **Detroit PBS KIDS Channel** (digital 56.2), which makes the best in children’s programming available anytime and anywhere that parents and children want it. Is it popular? The channel is attracting more than two million viewers a month and an astounding 7.4 million streams on Detroit-area digital devices each month. This year, PBS added “Pinkalicious” to the lineup, an animated series that encourages children to be creative, explore the arts and spark their imagination.

Word Ready, School Ready Fairs

DPTV organized **two community resource events** in Southwest Detroit and on the city’s east side. The fairs were designed for family fun, offering food, games, book giveaways, interactive activities and a visit from PBS’s rock star – Daniel Tiger. But beneath the games and good times was the essential objective of connecting families to educational and other resources. More than 400 adults and children attended the fairs, nearly a third of which signed up for preschool or other community services.

Pre-School U

Pre-School U – **DPTV’s acclaimed program of early education curriculum and resources** – underwent a significant transformation this year. It has been updated and released as a facilitator’s guide, making it an even more useful method for educators to engage with parents of young children. In addition to delivering the workshops themselves, members of the Education team are focusing on training educators to teach Pre-School U, thereby greatly scaling up the reach of the program.

Edcamp: More Than a Babysitter

Detroit Public TV was proud to host the first-ever **PBS KIDS Edcamp**, hosting more than 90 educators from both preschool and early elementary programs. At an Edcamp, there is no formal agenda; instead, teachers choose the topics they want to talk about, receiving help from their peers around such common issues as classroom management, building partnerships with parents and strategies for handling children who bite. At day’s end, one attendee proclaimed, “For the first time, I feel like a professional educator, not just a babysitter.”

Digital Adventures

Multimedia magic comes to the classroom, as DPTV used a **360-degree camera** to capture the behind-the-scenes lives of Winged Creatures, with embedded informational “touchpoints” that let students click-and-learn. The three-video packages included visits to the new Penguin House at the Detroit Zoo, the hawks and eagles at the Leslie Nature Center in Ann Arbor and nocturnal denizens of Cranbrook’s Bat Conservation Center. The videos reached more than 3,500 students on their initial release.





...social media
impressions
in 2018

1.2M

Great Coverage of the Great Lakes

The Great Lakes basin is the **world's largest repository of fresh water** and as such it is an invaluable and irreplaceable natural resource. Although the lakes are crucial to the region's economic, recreational and environmental health, there is no shortage of threats to their well-being – invasive species, PFAS and other pollutants and toxic spills, to name a few.



GreatLakesNow.org



DPTV created Great Lakes Now to serve as a **regional hub for authoritative information** about this fresh water treasure and to lead the national discussion on issues related to water quality, changing public policies and funding, equal access to safe drinking water and aging infrastructure like sewers and pipelines.

Great Lakes Now bureau has established itself as the authoritative voice on regional environmental issues to an expanding audience. Over the next 3 years, its content, geographic coverage and growing team will be extending its reach through partnerships with PBS stations and environmental groups, working with schools on building curriculum and launching a regular television series.





Media that Matters: Great Lakes Now

“It was a phenomenal piece in terms of bringing recognition and awareness to the issue. ...It was a very impactful piece. We’ve shown it at a fundraising concert, and the people who saw it in the community were amazed by what was presented in that video.”

Reverend Alex Hill
of New Mount Hermon Church
on the reaction to “Toxic Town,”
a DPTV report on environmental
issues in Southwest Detroit

For the full story, visit
dptv.org/mediathatmatters

Regional hub for Great Lakes information



17.3%

Growth on social media for @GreatLakesNow

135

Countries have visited GreatLakesNow.org

73k

People watched Great Lakes TV specials across the U.S.

Daily Conversation

The Great Lakes Now bureau has grown from one reporter three years ago to now boasting a **beat reporter for each lake** - Ontario, Erie, Huron, Michigan and Superior. These award-winning journalists provide the website with up-to-the-minute content, from breaking news and insightful analysis to interviews with policymakers and evocative commentary. If there is a ripple in the lakes, you will find it on **GreatLakesNow.org**

Tapping the Great Lakes

Great Lakes Now documentaries provide deep dives into major water quality issues. "Tapping the Great Lakes," for instance, probes the crucial questions about who should have access to the water around us. From large corporations bottling millions of gallons for commercial consumption to cities outside the Great Lakes Basin eager to pipe in drinking water from the Great Lakes for their thirsty populations, the film looks at all sides of these watershed issues.

Beneath the Surface: Line 5 Documentary

Few environmental issues rile up the citizenry of Michigan as much as Enbridge's Line 5, the pipeline that carries oil and gas under the surface of the Mackinac Straits. In "Beneath the Surface," Great Lakes Now **explores both sides of the controversy** - environmentalists who worry about the pipeline rupturing and company officials who say it is an economic necessity. The documentary debuted to a packed house at the Michigan Theater in Ann Arbor and aired 37 times on nine Michigan PBS channels.

Toxic Town: Environmental Injustice

In the far southwest corner of Detroit, a predominantly elderly African-American population lives in **the most polluted zip code** in the state. "Toxic Town" tells this little-known story of environmental injustice and three women who have battled for the health of their community for two decades. A Sierra Club award-winner, the video has been shown in schools and conferences and has helped galvanize the community, launching the Eden Park project, a proposed green space that would remediate the damage of years of pollution and neglect.

Sacred Water

A DPTV documentary, "Seven Generation River" captures the efforts of the Pokagon Band of the Potawatomi Indians **to preserve their natural resources and culture**. By returning waterways to their natural course and improving the surrounding habitat, the tribe is restoring its traditional arts, language and ways of life. DPTV hosted a virtual screening of the film's first cut with Pokagon members, University of Michigan environment students and others around the state and then held a live interactive discussion, which helped guide the final version of the documentary.

National Initiatives: PBS Books

More than four million votes were cast in **The Great American Read**, PBS's nationwide competition to choose the most beloved book in America. It is fun to debate the winner – "To Kill a Mockingbird" – but there is no arguing that the huge tally proves the strong passion for books among public television viewers.

Need more evidence? Ask the 12.2 million viewers who have tuned into the interviews we have conducted with the most popular and acclaimed authors of our times at national book fairs and festivals across the country – Billy Collins, Tracy K. Smith, John Grisham, Colson Whitehead, Diana Gabaldon, Min Jin Lee and Jon Meacham, to name just a few.

It's a celebration of the written word, brought to the nation's readers by Detroit Public TV.

Now We're PBS Books

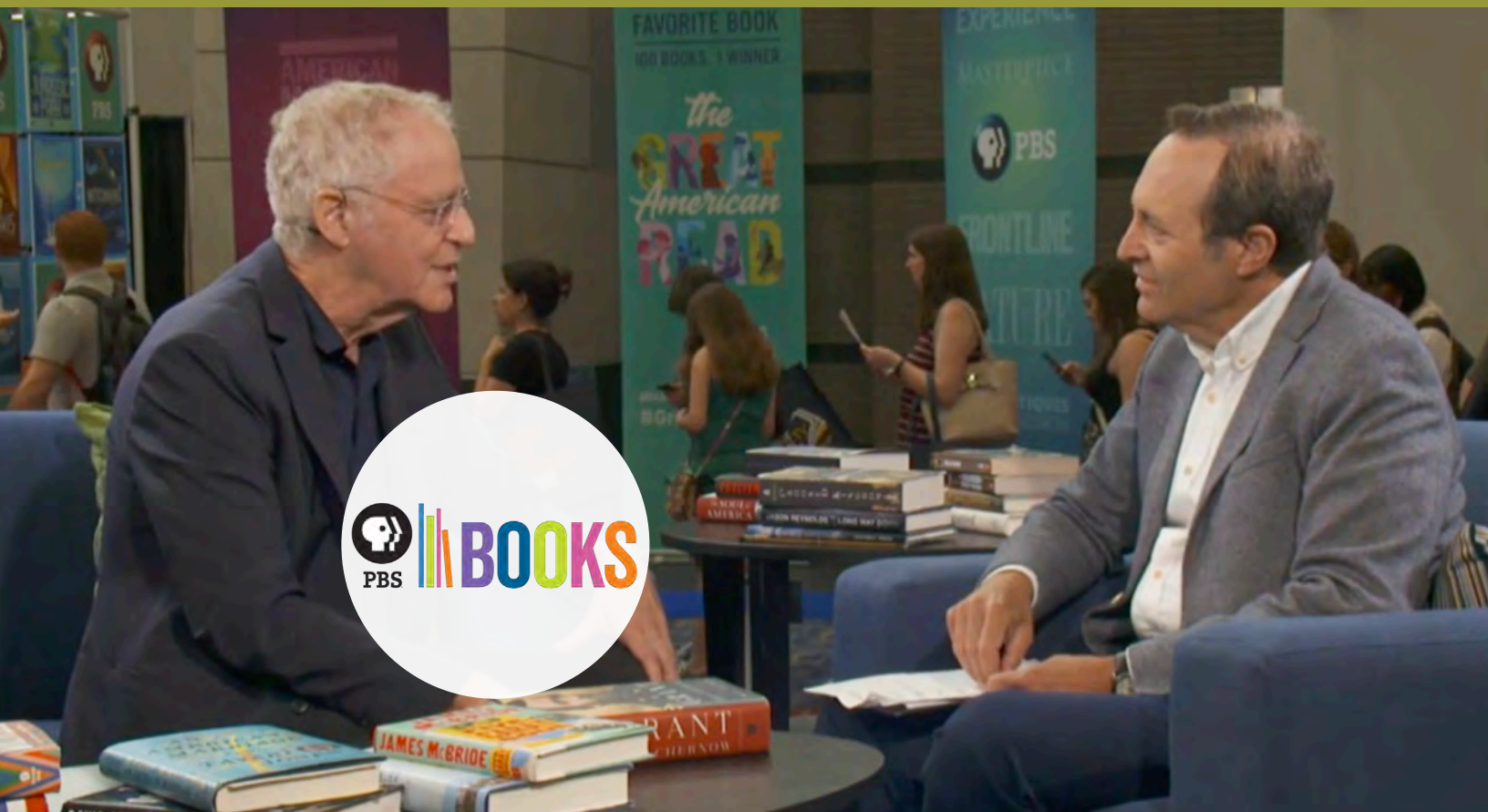
With the support of PBS, our literary efforts have been renamed **PBS Books**, emphasizing its mission of providing a nation of readers with live coverage of book fairs, topical reading lists and other digital content and educational materials, all perfect for libraries, book clubs and schools.

Library Initiative

What better partner for PBS Books could there be than the nation's libraries? And Detroit Public TV has launched an initiative to bring to their legions of readers **the massive digital resources that PBS Books has assembled** and to help them engage their communities most effectively with

these materials. It will create website and social media content related to books – including videos of author interviews, themed book lists and industry news – and otherwise create a daily conversation around reading and literacy.

2.7+ Million videos viewed in 2018



“When I’m 65” focuses on giving gloss-free explanations to those thinking about their financial health as they approach retirement, offering action plans and answering questions posed by Baby Boomers, Gen Xers and Millennials alike.

The initiative was launched with an hour-long documentary, focusing on **the realities of saving and retirement in the 21st century**, which aired on PBS stations across the country. It has continued to provide up-to-date advice and other essential financial information through community outreach events, daily social media posts, monthly social media videos and a new broadcast series.

National Initiatives: When I’m 65

Easy Money

Detroit Public TV produced the first in a series of four **“Easy Money” half-hour specials**, aimed at helping viewers cope with the financial issues facing the average American. Hosted by award-winning finance reporter, Murray Feldman, the programs solicit real-life financial concerns from people in the community and then ask experts for their advice on those issues.

Financial Planning for Ohio and Other States

Working with local public television stations, government agencies and professional organizations, Detroit Public TV offered a series of **free community events** in Ohio, inviting financial experts to speak about financial issues that are specific to the taxes and regulations of that state. More than 157 people attend-

ed these events to learn how to better prepare for their retirement, and more than 20,000 households tuned in to watch the “When I’m 65” documentary. DPTV is now bringing this innovative approach to Georgia, with one event already completed and more being planned for the future.

Preparing financially for retirement





Your Passport to Great Viewing

For its millions of viewers, PBS is the most authoritative curator of high-quality programming, scouring the nation and the globe to find the very best work being produced for television or online video enjoyment. Here are some of the favorites of the Detroit Public TV audience, whether watching these programs as they air or on our unique streaming service, DPTV Passport.

Antiques Roadshow Rolls into Town

In June, “Antiques Roadshow,” the most popular series on PBS, made its second visit to the Detroit area in five years. This time, it taped three episodes at a perfect venue for a show that venerates the past – magnificent Meadow Brook Hall on the grounds of Oakland University. Nearly three thousand lucky ticketholders brought family heirlooms, Motown memorabilia and other cool collectibles for appraisal. The values ranged from a pittance to tens of thousands of dollars.

Victoria Reigns

The show with the highest rated episode in the DPTV lineup this year? None other than “Victoria,” portrayed brilliantly by Jenna Coleman. The young monarch manages to save the empire, while navigating scandals, political intrigue and disagreeable relatives. “Victoria” is part of Masterpiece’s own royal domain, including “Grantchester” and “Poldark.”

Call the Midwife

A must-see among Detroit Public TV viewers, “Call the Midwife” tells colorful stories of midwifery and families in London’s East End. Inspired by the memoirs of Jennifer Worth, it follows the nurses, midwives and nuns from Nonnatus House, who visit the expectant mothers of Poplar, providing the poorest women with the best possible care.

Finding Your Roots

Harvard scholar Henry Louis Gates, Jr. has explored the ancestry of dozens of influential people from diverse backgrounds, taking millions of viewers deep into the past to reveal the connections that bind us all. The wide-eyed look of surprise on the face of his guests as they learn some heretofore unknown secret of their family tree is half the fun. The DPTV audience for this remarkable show often ranks near or at the top among PBS stations.

Documentaries

PBS partners with the leading producers of nonfiction films on acclaimed series such as Frontline, Independent Lens, American Experience and POV. Of course, the master of the genre is Ken Burns who this year released “The Vietnam War,” an 18-hour epic account of the harrowing and heroic moments of America’s most controversial conflict. DPTV actively engaged the community in events that furthered the discussion of a war that still reverberates among those who served in it and those who protested against it.



Volunteers are the lifeblood of Detroit Public Television. They not only amplify our capacity by performing key functions around the station and in the community, but help us understand the interests, needs and character of the region we serve.

Volunteers: An Integral Part of the DPTV Family

We Need You!

These dedicated individuals come from all walks of life and all corners of the community. Like DPTV’s Board of Trustees and Community Advisory Panel, they generously donate their time and talents because they care about our mission and what DPTV stands for.

We rely on them for a variety of crucial tasks – working at community events like Kids Club Live, staffing the phones during on-air pledge drives and helping with clerical assignments and station projects, to name a few.

No matter what your interests, we can use your enthusiastic help. Please join us at dptv.org/volunteer.

“I volunteer at DPTV because its programs are the main ones I watch. They cover a broad range of entertainment. As a volunteer I am giving my time and support to the station in return. Also I like to stay involved in the community.”

Melissa Beert (left)

“I feel great satisfaction when I’m able to be the first point of contact for attendees, especially at programs geared towards youth education and community awareness. I felt the event at the Church of the Messiah was impactful, and I gained resources that I will be able to utilize in my field of work as a probation parole agent.”

Nykinta Royals (right)



Financial Results

Detroit Educational Television Foundation Fiscal Year 2018

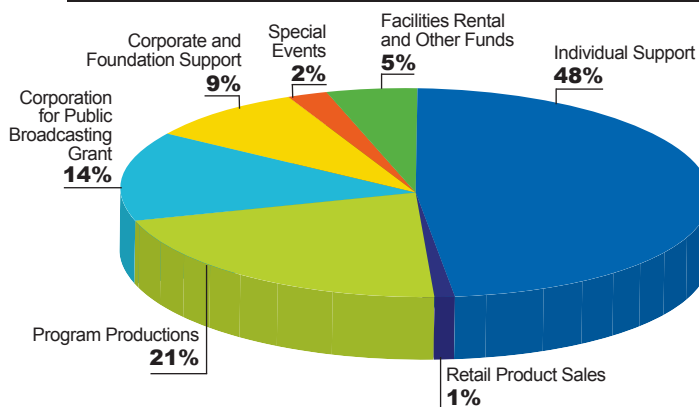
Statement of Activities

	Year Ended June 30	
	2018	2017
Changes in Unrestricted Net Assets		
Revenues		
Individual contributions	\$ 8,691,853	\$ 8,688,555
Local and national program productions	2,504,130	3,024,435
Corporation for Public Broadcasting grant	2,433,737	2,430,469
Corporate contributions	1,232,470	1,075,745
Facilities rental	566,246	481,944
Special events	386,928	525,221
Retail product sales	180,796	389,630
Foundation contributions	284,000	617,231
Investment income	170,407	269,232
Net assets released from restrictions	1,336,153	1,004,168
Miscellaneous income	199,375	242,713
Total Revenues	17,986,095	18,749,343
Expenses		
Program services:		
Production	4,467,523	5,276,673
Broadcast	5,149,278	5,430,146
Communications	1,165,261	1,536,444
Total Program Services	10,782,062	12,243,263
Supporting Services:		
Fundraising	4,505,703	4,614,297
Administrative	2,527,206	2,075,909
Total Expenses	17,814,971	18,933,469
Increase/(Decrease) in Unrestricted Net Assets	171,124	(184,126)
Changes in Temporarily Restricted Net Assets		
Contributions	1,175,067	1,232,408
Net assets released from restrictions	(1,336,153)	(1,004,168)
Increase in Temporarily Restricted Net Assets	(161,086)	228,240
Changes in Permanently Restricted Net Assets		
	250	
Increase in Net Assets	10,288	44,114
Net Assets - Beginning of year	17,284,200	17,240,086
Net Assets - End of year	17,294,488	17,284,200

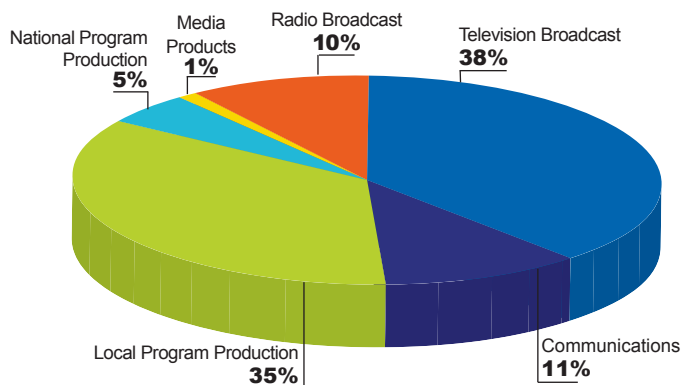
Balance Sheet

	Year Ended June 30	
	2018	2017
Assets		
Cash and cash equivalents	\$3,222,025	\$ 3,082,648
Investments	3,026,426	2,826,243
Accounts receivable, net	1,045,752	671,976
Pledges receivable, net	1,492,140	1,849,155
Inventory	34,840	38,394
Prepaid assets and other	209,015	296,249
Property and equipment, net	12,448,728	13,035,545
Other Assets	1,202,954	1,317,917
Total Assets	22,681,880	23,118,127
Liabilities and Net Assets		
Liabilities:		
Accounts payable	\$ 827,074	\$ 712,113
Accrued liabilities	1,408,446	1,758,754
Long term debt	3,151,872	3,363,060
Total Liabilities	5,387,392	5,833,927
Net Assets:		
Unrestricted	15,494,458	15,323,334
Temporarily restricted	1,719,760	1,880,846
Permanently restricted - Endowment	80,270	80,020
Total Net Assets	17,294,488	17,284,200
Total Liabilities and Net Assets	\$22,681,880	\$23,118,127

Revenue Sources Fiscal Year 2018



Program Services Fiscal Year 2018



2017–2018 Awards

The Association of Fundraising Professionals Greater Detroit Chapter

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Michigan Association of Broadcasters Broadcast Excellence Awards

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

Special Interest Programming
**“An Uncommon Education:
200 Years of University of Michigan”**

News Special or Documentary
“Pathways to Prison”

Independent Producer
“Great Lakes, Great Tastes 2017”

Use of New Media
“Digital Adventure 360”

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

Documentary – Cultural
**“Accidental Activists:
One Couple’s Journey to the U.S. Supreme Court”**
Detroit Free Press-Detroit Public TV
Mandi Wright
Kathy Kieliszewski

Makeup
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Sierra Club Michigan Chapter 2017 Awards

Environmental Journalism in Broadcast Award
“Toxic Town: Michigan’s Most Polluted Zip Code”



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