

# THE POWER OF PARTNERSHIPS

**Local Content and Service Report to the Community**  
Detroit Educational Television Foundation

Local Value — 2022 Key Services — Local Impact





Congress

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ONE WAY

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To Our Community,

We are living in an exciting time of intense change. Throughout fiscal year 2022, Detroit Public TV continued to be nimble and accessible, partnering with our diverse communities to navigate this landscape of challenges and opportunities to meet people where they are and to cultivate positive change.

We strive to make a difference in the lives of our community members, promoting productive dialogue and amplifying diverse voices and viewpoints. But it all starts with engagement--whether it's through virtual panel discussions, family workshops, in-person events or one-on-one encounters out in the community. Our goal is to engage people in crucial conversations to help create an environment for positive social change and to inform the work that we do.

During this past year we achieved several exciting milestones. "American Black Journal" (ABJ) celebrated the first anniversary of its ongoing initiative, The Black Church in Detroit. This series recounts the stories of the religious institutions that have served the community from the days of the underground railroad through the struggle for social justice and the ongoing quest for a better and more equitable future, with input from church and civic leaders who represent the diversity of theology and thought in the city. The longest-running African American news show in the nation, ABJ connects Detroiters with weekly segments featuring essential voices and organizations on the issues that matter most.

DPTV launched its Future of Work initiative to raise issues and answer questions about the ever-changing work environment in Michigan. One Detroit covers conversations with subject-matter experts who explore Michigan's efforts to attract, retain and develop the talent needed to become a top-10 state in the competition for industry and economic growth while the Michigan Learning Channel aims to demystify the world of work, sharing a broad spectrum of career possibilities for job seekers here in Michigan and providing practical information to support their career journey.

Always in tune to our communities, Detroit PBS KIDS has continued to distribute educational resources to parents and caregivers in neighborhoods across the city on a weekly basis, while the Michigan Learning Channel has become a vital learning resource with an average of 500,000 Michigan viewers tuning in monthly. Over the past year, nearly 900 teachers received professional training, and more than 80,000 families and 250 partner organizations received educational resources statewide.

In all we have accomplished during this past year, DPTV is especially grateful to our generous benefactors who share our mission and have placed confidence in our efforts. With their support, along with our loyal viewers and volunteers, we are able to continue to serve the people of this great city, building stronger relationships and providing impactful services.



*T.N.*  
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**Rich Homberg**  
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Great Lakes Now camera crew.



Chris Jordan, Zosette Guir, and Natasha Blakely with awards they received at the Society of Professional Journalists, Detroit Chapter annual awards banquet.



Will Glover working at the One Detroit offices at Marygrove. Excluding the cover and inside cover. Report photo credits include: Adam Fox-Long and Alfred Brock.



# At Detroit Public Television, engagement is at the core of everything we do.

As Michigan's largest, most-watched and only community-licensed public TV station, we aspire to listen, understand and share the authentic stories of those in Detroit and across Southeast Michigan.

DPTV creates multiplatform content in five areas:

- Children & Education
- Arts & Culture
- Energy & Environment
- Journalism
- Health & Wellness

We produce high-quality programming in partnership with our community. We raise issues that are meaningful to people's lives, create programming that touches their hearts and engage them in crucial conversations to meet them where they are and to cultivate an environment for positive social change.

In Fiscal Year 2022, DPTV provided the communities we serve these essential local services:

- Our content and resources have a deep impact across Southeast Michigan with 2 million people tuning in every week and our social media platforms generating 14 million impressions and 625,000 engagements.
- Our journalism bureau, One Detroit, launched its Future of Work initiative to raise issues and answer questions about the ever-changing workforce landscape in Michigan. In conjunction, the Michigan Learning Channel develops content to support students, families, and educators with relevant, scalable resources for job seekers here in Michigan on their career journeys to help prepare the next generation and fill the talent gap here in the state. We provide balanced, fact-based and locally produced content, which fills the information gap created by the shifting media landscape.
- We deliver high-quality content and programming in collaboration with our community. Through this thoughtful approach, we confront social issues, enhance educational outcomes for lifelong learners and deliver essential news to the communities we serve.
- Our education teams, Detroit PBS Kids and the Michigan Learning Channel, are vital learning partners for families, delivering educational resources to learners of every age.
- We honor a steadfast commitment to arts and culture, which unites and transforms communities through the healing power of artistic expression.
- We make a difference in the lives of our communities by promoting civil discourse and amplifying diverse voices and viewpoints.
- Our 90.9 WRCJ radio station represents an important musical alternative as the only radio station in Detroit providing jazz and classical music 24 hours a day to 250,000+ listeners.

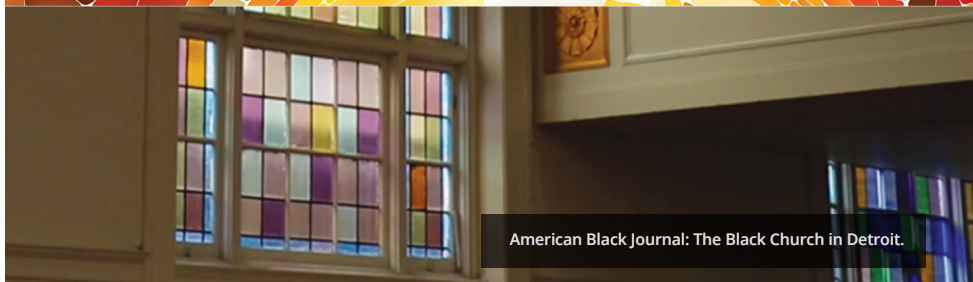


One Detroit camera crew.



American Black Journal:

# The Black Church in Detroit



American Black Journal: The Black Church in Detroit.



One Detroit in the community.



Great Lakes Now host Ward Detwiler.



# Programming in partnership with our community

## American Black Journal

“American Black Journal” is the nation’s longest-running news program that probes issues facing the Black community, providing news coverage, panel discussions and interviews in the areas of arts and culture, politics, race and religion that impact the community. In 2022, “American Black Journal” celebrated the first anniversary of its series, The Black Church in Detroit, produced in partnership with the Ecumenical Theological Seminary and the Charles H. Wright Museum of African American History, with guidance from church and civic leaders, representing the diversity of theology and thought in the city., and the church as a center for activism and change. In 2022, 71,685 viewers tuned into the broadcast and the series’ social media generated 6,288 video views.

In 2022, some of the important topics broached include the role of women in the Black Church, how millennials view spirituality, the impact of COVID-19 on faith leaders of more than 142% from 2021 along with 21,038 impressions.

## One Detroit

DPTV’s public affairs program brings you authentic stories and trusted news. Our journalism bureau upholds the highest standards of journalistic integrity and elevates civil conversations. Through ongoing relationships, our award-winning journalists work in tandem with people in neighborhoods across the metro area to develop an understanding of the issues that matter most to the city and the region.

In 2022, “One Detroit” continued to produce programming with local focus but national significance, such as new segments on the Asian American Pacific Islander community. This included companion pieces to the rebroadcast of the station’s co-produced, critically acclaimed film, “Who Killed Vincent Chin?” which captured an epochal moment in the AAPI civil rights movement and generated 90,000 video views.

These segments included: One Detroit’s Zosette Guir, manager, of content operations and production, interviewing celebrated Asian American author Paula Yoo about her

book, “From a Whisper to a Rallying Cry: The Killing of Vincent Chin and the Trial That Galvanized the Asian American Movement” and DPTV’s Bill Kubota discussing “Who Killed Vincent Chin?” with filmmakers Christine Choy and Renee Tajima-Peña along with DPTV’s executive producer on the documentary, Juanita Anderson, and activist Jim Shimoura, to explore the film’s relevancy today.

Locally in Detroit, DPTV worked with a group of Asian American leaders on the Vincent Chin 40th Remembrance & Rededication, four days of activities that included film screenings, artist performances, panel discussions and a graveside ceremony to honor Vincent Chin’s legacy.

In 2022, One Detroit also collaborated with the Detroit Free Press to produce a one-hour special in anticipation of the 2022 election aimed at drawing back the curtain and demystifying the vote counting and certification process. The program examined the safeguards put in place and included interviews with election officials whose responsibility it is to make sure that every vote is counted fairly and accurately.

## Great Lakes Now

DPTV’s environmental initiative, Great Lakes Now, shares stories of the Great Lakes region using a multimedia, collaborative approach. The content is focused on the recreational, economic, scientific, political and environmental issues related to the Great Lakes and drinking water, presented through its website, a monthly show and live watch parties.

In 2022, GLN introduced new educational resources to help teachers and parents encourage students to grow into active stewards of our planet. These new, free interactive learning resources link to topics presented in upcoming episodes of the “Great Lakes Now” monthly program. Also, during 2022 the Great Lakes Now team and its partners in the Great Lakes News Collaborative -- Bridge Michigan, Circle of Blue and Michigan Radio -- landed the prestigious US Water Alliance Award in the communications category for its robust, multiplatform approach on “Water’s True Cost,” a project which examined the price being paid for aging water systems throughout the Great Lakes basin and across the U.S.



The Michigan Learning Channel summer popup event in the community.

## Michigan Learning Channel

Partnering with every PBS station in the state, the Michigan Learning Channel offers 24/7 instructional content to support student learning and provide alternative resources for families and teachers. MLC creates award-winning, curriculum-aligned and teacher-tested content that is universally available and developed in consultation with leading educators and community leaders across the state. The channel, geared toward students in grades PreK to 12th grade, has evolved into a vital distance-learning resource with an average of 500,000 Michigan viewers tuning in monthly.

MLC continued to build a rich library of resources that can be viewed on television and digitally that could be downloaded by parents, caregivers, and educators to promote student learning.

MLC expanded literacy, numeracy and social emotional programming through episodes for Read, Write, ROAR! and Math Mightys to complement a full-school year of curriculum for students in kindergarten-3rd grade. Both series collaborated with Michigan teachers across the state that aligned with evidence-based standards and provided engaging content.

MLC also secured the rights for Signing Time, a program to support PreK audiences in learning American Sign Language vocabulary through music, and social emotional learning for the next few years, supporting the goal of increasing content for early learners.

Further, MLC continued to run POP Checks on broadcast. These short, mindful practice tools encourage to pause and own what one is feeling and practice a technique to relax. These exercises were also made available on the MLC website.

MLC had and will continue to host Literacy Essentials training for educators. DPTV is developing messaging that targets high-school students on pathways into the early childhood field by spotlighting a variety of important fields that are rarely discussed.





## Detroit PBS Kids

Every week, Detroit PBS KIDS distributes educational resources to parents and caregivers in neighborhoods throughout the city. Over the past year, nearly 900 teachers received professional training, and more than 80,000 families and 250 partner organizations received educational resources statewide.

In 2022, the education team regularly conducted Sesame Street in Communities – Parent Meet Ups with small groups of parents and caregivers 2-3 times per month in a variety of settings including churches, childcare centers and pre-schools. The Sesame Street in Communities workshops support parents and caregivers in establishing the foundation for healthy development in children. Workshops cover a wide range of topics so that they are responsive to parent needs and concerns, offering tools in both English and Spanish.

DPTV emerged as an important lead partner in the Detroit Literacy Project this past year, a partnership with Brilliant Detroit, Hope Starts Here, Detroit Parent Network, Black Family Development, and Detroit Champions for Hope. The project connected families of early readers to the MLC’s Read, Write, ROAR! television series and provided support and resources so caregivers could help their child master the difficult process of learning to read.

The Detroit PBS KIDS team hosted “pop-up” and “drive thru” events throughout the year to engage new families with resources and also participated in local events such as Detroit Metro Youth Day, held on Belle Isle, to encourage involvement in Detroit PBS Kids’ program, “The Cyberchase: Green It Up”, a fun way to help kids develop STEM skills and learn more about the environment.

Detroit PBS Kids had a reach of 258,000 across digital platforms monthly, engaged more than 46,000 kids on average each month on YouTube and 18,700 DPTV viewers accessed PBS Learning Media on average each month.

## Detroit Performs Live from Marygrove

DPTV’s commitment to arts and culture unites and transforms communities through the healing power of artistic expression. The exceptional performances on the new “Detroit Performs Live from Marygrove” weekly program generated 143,000 views. Each episode is curated by a different artist or cultural organization, another example of how DPTV is democratizing public media by providing an outlet for community participation. Thirty organizations partnered with Detroit Performs during this past year.

## 90.9 WRCJ

90.9 WRCJ is celebrating more than 15 years on the air as a listener-supported public radio station and is the only radio station in Detroit providing jazz and classical music 24 hours a day to more than 250,000 listeners. The station partners with premier organizations like the Detroit Jazz Festival, the Detroit Symphony Orchestra and Detroit Opera along with other stations statewide, to bring world-class orchestral music to Michigan airwaves.

In 2022, the radio station returned to broadcasting live the Detroit Symphony Orchestra concerts and Detroit Opera performances after a hiatus due to the pandemic. This return to live venues allowed for in-person interactions with patrons and 90.9 WRCJ listeners.

Also, during the year 90.9 WRCJ broadcast a special performance by the Michigan State University Wind Symphony in honor of Black composers and produced “Jazz City with John Penney”, a 13-part series exploring Detroit’s contributions to jazz.

**Educate, engage, entertain and inspire  
through the power of public media.**



Future of Work host Will Glover and guest panelists.



Mackinac Policy Conference.



Hiding In Plain Sight.



CHAMPION OF SERVICE:

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With Lonnie Ali, Ken Burns and Others

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## Future of Work

DPTV launched its Future of Work initiative in 2022 to raise issues and answer questions about the ever-changing work environment in Michigan. Through conversations with subject-matter experts, One Detroit explores Michigan's efforts to attract, retain and develop the talent needed to become a top-10 state in the competition for industry and economic growth while the Michigan Learning Channel aims to demystify the world of work, sharing a broad spectrum of career possibilities for job seekers here in Michigan and providing practical information to support their career journey.

Some of the topics covered this past year included: the challenges faced by Michigan educators; how the auto industry plans to stay competitive moving forward; women in the workforce and the state of the teaching profession in Michigan.

During 2022, One Detroit featured its first Future of Work virtual townhall. One Detroit's Will Glover hosted the first monthly Future of Work town hall with guest host Chad Livengood, senior editor for Crain's Detroit Business, and panelists, Brittany Affolter-Caine, executive director of the University Research Corridor, and Jennifer Llewellyn, director of Oakland County Michigan Works! The discussion focused on job figures and wages, future needs and how Michigan can stay competitive with other states.

## Mackinac Policy Conference

For the 12th consecutive year, DPTV provided gavel-to-gavel coverage of Michigan's premier policy event which convenes influential decision makers to engage in collaborative dialogue on the state's economic future. The 2022 conference focused on the business community's changing civic role in polarizing times, highlighting the areas in which it can set an example -- advancing diversity, encouraging civility and facts in public discourse, building a culture of empathy, and advocating for the fundamental tenets of American democracy. DPTV provided viewers with live access to sessions and interviews, live and on-demand. The Conference was viewed nearly 50,000 times on DPTV's online and on-air platforms, with approximately 107,000 people reached through social media.

## Bringing awareness to mental health

Throughout 2022 DPTV continued to bring awareness to urgent issues of mental health and well-being through programming such as NOVA's "Determined: Fighting Alzheimer's" and Ken Burns' "Hiding in Plain Sight," a documentary aimed at demystifying and destigmatizing youth mental health. We hosted the 6th annual Kevin's Song conference, "Erasing the Suicide Stigma by Empowering Communities with Hope, Healing and Help." Kevin's Song is Michigan's largest conference on suicide awareness, featuring subject-matter experts, up-to-date information on the impacts of suicide and helpful resources to advise and make communities safer and welcoming for those at-risk and their loved ones.

## Advancing social justice awareness and racial healing

In recognition of Muhammad Ali's lifetime humanitarian efforts to celebrate what would have been his 80th birthday, PBS Books and Louisville's Ali Center collaborated on "The Greatest Give Back" campaign to marshal service projects across the country, offering another opportunity to help those in our communities who are suffering racial or social injustice. DPTV livestreamed the event, reaching 118,217 on Facebook.

## Best-selling author Brit Bennett on the Marygrove stage

Essayist and prolific novelist, Brit Bennett, author of two best-selling books, "The Mothers" and "The Vanishing Half," graced the stage at the Marygrove Conservancy as the guest speaker for the 33rd Annual Contemporary American Author's Lecture.



### **Detroit PBS Kids hosts successful Be My Neighbor Day**

Last year's socially distanced Be My Neighbor Day drew 730 participants and featured free resources for families, activities and, best of all, a dance party with Daniel Tiger. To celebrate the season of gratitude, more than one 1,000 winter weather accessories were donated to benefit Head Start programs in Detroit.



### **Michigan Learning Channel builds solid relationships with local and national organizations**

During 2022, the Michigan Learning Channel continued to build strong partnerships with local and national organizations like the Detroit Institute of Arts, the Poetry Foundation and Interlochen Center of the Arts. In honor of poetry month, the channel presented "No Blue Memories: The Life of Gwendolyn Brooks," and an Interlochen performance of "Romeo and Juliet."

DPTV partners with University of Michigan to deliver Penny Stamps Speakers Series

DPTV partners with the Penny Stamps Series to livestream visionary artists who speak live every week at the historic Michigan Theatre in Ann Arbor. Then DPTV and PBS Books make those talks available to a wider audience by streaming them on their websites and social media platforms.

A program of the Penny W. Stamps School of Art & Design, the Speakers Series hosts critically acclaimed artists who defy boundaries, explore aesthetic, social and cultural themes and advocate for independent thinking to challenge and shape our responses to local and global art forms.



### **The Sphinx Organization Celebrates 25 Years of advocating for ethnic diversity In classical music**

DPTV has continued to produce the annual Sphinx Connect Competition which resulted in 279,311 views and streamed the concert finals on its main channel resulting in 11,213 views. This annual event held in Detroit, showcases national young Black and Latinx classical string players who compete under the guidance of an internationally renowned panel of judges and perform with and receive mentorship from established professional musicians. Sphinx celebrated its 25th year of advocating for ethnic diversity in classical music.

### **'Travelin' Man: On the Road and Behind the Scenes' with Bob Seger**

DPTV presented an in-studio interview with Bob Seger's longtime road manager and photographer Tom Weschler who spent 10-plus years beginning in the late 1960s touring with the Seger crew. Weschler chronicled his storied career behind the lens and shared some of his most iconic photos and personal memories.



Travelin Man Bob Seger and Bruce Springsteen.

### **Jazz lovers enjoyed the free 42nd Annual Detroit International Jazz Festival**

After a hiatus due to the COVID-19 pandemic, the world's largest free jazz festival, featuring world-class talent, returned to an in-person event. The annual festival features the artistry and improvisation of jazz legends, rising stars, legacy and homecoming artists. During 2022 more than 60 acts performed and Detroit Public TV and 90.9 WRCJ shared livestreams from the festival each day of the event. 90.9 WRCJ also offered nightly live radio broadcasts, which allowed even more listeners and viewers to enjoy the sounds of Herbie Hancock, Gregory Porter, Dee Dee Bridgewater and others.



Detroit International Jazz Festival.

### **A Detroit Performs Special Event: Interlochen's The Nutcracker**

In another collaboration with Interlochen, Detroit Performs presented Tchaikovsky's endearing holiday classic, which recants the whimsical story of Clara and the valiant Nutcracker prince who dance their way through the Land of Sweets. Beautifully choreographed, this artistic spectacle combined graceful dancing, dazzling costumes, magical set design, and live accompaniment by the Interlochen Arts Academy Orchestra.



Detroit Performs: Interlochen's The Nutcracker.

### **The Doo Wop Project premiere:**

A step back in time to the nostalgic sounds of the '50s, this magical, feel-good concert, filmed in front of a live audience, delivered the classic sounds of vintage rock sensations like Frankie Vallie and The Drifters. With nonstop charisma, in-sync choreography and harmonic vocals, this group of entertainers transported audiences to the days of Smokey Robinson, The Temptations and The Four Seasons, with its own spin on contemporary artists like Jason Mraz and Garth Brooks.



Detroit Performs Live from Marygrove performer from TeMaTe Institute.



Board of Trustees members: Sylvester L. Hester, Ashley Williams, and Gregory Haynes.



John Penney, Linda Yohn, Maxine Michaels, Peter Whorf, and Dave Wagner at a promo shoot for 90.9 WRCJ.

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We are committed to engaging, respecting and understanding the diverse communities of Detroit and those across Southeast Michigan.

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