WTVS, Detroit Public Television, local engagement is in everything we do.

**Local Value**

DPTV brings together the people of Southeast Michigan by telling their stories and keeping them informed, inspired and entertained through public media.

DPTV creates multiplatform content in five areas:
- Children & Education
- Arts & Culture
- Energy & Environment
- Journalism
- Health & Wellness

DPTV produces quality programming in partnership with our community. Through this approach we confront social issues, improve educational outcomes for children, and deliver essential news for the communities we serve.

**Key Services**

In 2021, DPTV provided these vital local services:

Michigan Learning Channel launched in January 2021, providing students curriculum-based programming for at home learning during the COVID-19 pandemic.

Localized reporting on key issues to help keep residents safe and informed during the COVID-19 pandemic.

"Democratized the Arts" by providing remote access to performances, encouraging participation, and fostering appreciation of local artists and performers.

**Local Impact**

DPTV serves one of the most diverse audiences in America, our programs go beyond broadcast and have deep impact in our community.

Community organizations benefit from DPTV’s media expertise to help them reach greater audiences.

Students, families and teachers rely on DPTV for access to educational content, regardless of their capabilities or socioeconomic status.

DPTV’s “hyper local” local approach enacts change – One Viewer, One Parent, One Student, One Neighborhood at a Time.
To Our Community:

Throughout 2021, Detroit Public TV has remained steadfast in our commitment to keeping our viewers and listeners informed, engaged and entertained by bringing you content you won’t find anywhere else.

Looking back at 2021 while also gazing forward, we have never felt like such an integral part of the life of Detroit and Southeast Michigan. We relied on friends, partners and collaborators like you to make it all possible.

One of our most ambitious initiatives was the launch of the Michigan Learning Channel, a one-of-a-kind education service that brings instruction and resources to every household in Michigan. From a statewide resource like Michigan Learning Channel to the One Detroit team telling stories from the heart of Southeast Michigan to exploring the environment and freshwater heritage of our region with the Great Lakes Now team, viewers come to us for balanced, community-oriented coverage and programming, which can only be found on DPTV.

Through virtual events and town halls, like our weekly COVID313 series, we’ve been able to engage directly, answering questions about the issues impacting our audience. And American Black Journal digs deeper than ever into issues facing Black communities.

This year we were excited to launch Detroit Performs Live From Marygrove, providing a stage for local artists and arts organizations. And on the radio, 90.9 WRCJ delivered extraordinary jazz and classical music into homes, offices and cars, every day.
American Black Journal
American Black Journal is the nation’s longest-running news program that dives deep into issues facing the Black community, providing more on-location news coverage and featuring panel discussions and interviews. In 2021, it devoted a monthly episode to topics related to the Black Church in Detroit in partnership with the Ecumenical Theological Seminary and the Charles H. Wright Museum of African American History.

COVID313 Town Halls
During the COVID-19 pandemic DPTV served as the backbone of the COVID313 Community Coalition for Family and Students, producing a weekly virtual town hall, providing viewers with crucial guidance on navigating the pandemic, including where to secure food and vaccinations and how to educate children at home. One member of the coalition summed it up nicely: "We've become the community’s TV station."

Detroit Performs: Live From Marygrove
Faced with the challenges of the pandemic, Detroit Performs pivoted in 2021. As venues closed, leaving performers with no place to perform, DPTV recognized the need to provide a platform for artists and arts organizations to connect with the public and to practice their craft. For that very important purpose, Detroit Performs comes to you live from the Marygrove Conservancy Theatre. Each episode is curated by a different arts and cultural partner, featuring three exciting performers that Detroiters should know.

Great Lakes Now
DPTV’s environmental initiative, Great Lakes Now, takes the power of public broadcasting beyond the station’s TV channels and shares the stories of the Great Lakes state with the region and beyond. Using a multimedia, collaborative approach, Great Lakes Now produces a monthly magazine-style, program and website with daily news about environmental, historical, cultural, economic and drinking water issues. Two monthly live “watch party” events engage audiences, and dozens of media and non-profit partners are involved.

Mackinac Policy Conference
Hosted by the Detroit Regional Chamber, the iconic “Mackinac Policy Conference” spotlighted three pillars for cultivating a healthy Michigan – with focus to accelerate COVID-19 economic recovery, advance racial equity, and invest in the health of people and communities. This year marked DPTV’s 11th year of coverage as we provide viewers with access to nearly all of the Conference’s sessions live and make them available for on-demand viewing.

Michigan Learning Channel
In response to nearly one-third of Michiganders not having reliable internet access at the onset of the COVID-19 pandemic, Detroit Public Television launched the Michigan Learning Channel (MLC) in January 2021. In partnership with every PBS station in the state, he MLC broadcasts educational content 24 hours a day, seven days a week, for students and families in grades PreK to 12th grade. The channel’s efforts go beyond broadcast; curriculum-based content and lesson plans are available through live streaming and on-demand viewing on its robust website. The MLC quickly has become a vital distance-learning resource for Michigan students, teachers and families; an average of 500,000 viewers tune in each month.

One Detroit
Our One Detroit team of journalists has been providing essential, community-based coverage of all aspects of life in our region, with nearly daily posts on the OneDetroitPBS.org website and now two weekly news programs, the general news show on Thursdays and the new arts-focused show on Mondays. As commercial media struggles, One Detroit has a commitment to on-the-street, grassroots, issues-centered reporting unmatched in the city.

90.9 WRCJ
DPTV’s radio station, 90.9 WRCJ, leads the arts and culture initiatives as the classical and jazz station for metro Detroit with 9,000+ dedicated members and reaching nearly 250,000 listeners weekly. Highlights include Detroit and Ann Arbor Symphony Orchestra broadcasts, coverage of the Detroit Jazz Festival and more.
The Michigan Learning Channel Summer Program Keeps Students Engaged

To kick off the first week of the Michigan Learning Channel's summer program in June, the Detroit Public TV Education team welcomed 148 kids to its first drive-thru parking lot party. Participants received Detroit PBS KIDS tote bags, free downloadable Michigan Learning Channel Activity Books, microphones to sing along with PBSKIDS tunes and more.

DPTV Education Team
Clockwise top left: Tara, Olivia, Maria, Angela and Jeni

Millennials and the Black Church
As part of its yearlong series, The Black Church in Detroit, “American Black Journal” presented an insightful Facebook watch party in October with leading community voices discussing how African American millennials relate to the Black Church and to some of the key issues and priorities of the local ministry.

American Black Journal guest host Orlando Bailey and guest panelists

Sharing Vital Information with Those in Need
In late August 2021, Detroit Public TV partnered with Michigan State Housing Development Authority and DTE Energy to host a livestream event providing critical information for residents facing eviction and struggling to pay energy bills. More than 8,500 people joined the webinar to learn about assistance programs available to Michigan residents and to have their questions answered.

Michigan Governor Gretchen Whitmer introduced the event
Recovering Treasure and Removing Toxins From Our Freshwaters
Great Lakes Now teamed up with Motor City Magnet Fishers and Belle Isle Conservancy to host a watch party to help participants learn about magnet fishing and how to get involved with this cleanup effort, which is literally sweeping the Great Lakes region.

Music Lovers Enjoyed the Free, Virtual 42nd Annual Detroit International Jazz Festival
Detroit Public TV and 90.9 WRCJ shared livestreams from the Detroit Jazz Festival each day – and 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.

Surviving Suicide – A Journey of Hope and Healing
As part of its commitment to addressing the mental health crisis facing many in our community, Detroit Public TV shared the January 23 livestream of “Surviving Suicide,” a journey of hope and healing dedicated to survivors of suicide loss and attempt survivors. It was the final session of the three-day Kevin’s Song 5th Annual Virtual Conference on Suicide: Equity and Equality in Suicide Prevention.
Virtual Pre-School U Welcomes Educators and Childcare Providers
DPTV's Education Team completed its first series of Virtual Pre-School U workshops for early childhood educators and in-home childcare providers on February 17, 2021. Partners from Matrix Head Start, New St. Paul Head Start, United Children and Family Head Start and the Brightmoor Quality Initiative (BQI) provided a facilitator and recruited educators for this series, which welcomed more than 50 participants.

PBS Books and ASALH Offer Virtual Events to Celebrate African American Life and History
In honor of Black History Month, DPTV's PBS Books initiative partnered with the Association for the Study of African American Life and History (ASALH) to offer a virtual conversation with Mae Jemison, the first African American woman to travel into space, on February 3. Then on February 28, acclaimed Kenyan author Ngugi wa Thiong'o spoke with scholars Nubia Kai and Sundiata Keita Cha-Jua about today’s struggles for social justice, gender equity and spiritual rebirth, while illuminating eternal African values essential for wholesome family life.

Teachers Who Aren’t Teaching
In partnership with REL Midwest, DPTV broadcasted a documentary and held a virtual panel discussion to explore why certified teachers in Michigan aren’t teaching in public schools. The conversation also included what state policymakers and district leaders could do to bring them back to the classroom.