



2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

WTVS Detroit

At WTVS Detroit Public TV, we believe in understanding local issues, collaborating with others and creating content and resources that lead to positive outcomes in our community.



WTVS Detroit Public TV is committed to telling Detroit's story and sharing public media to help people discover new ideas, make informed decisions and live enriched lives.

DPTV is creating multi-media content in five areas:

- **Children & Education** (with emphasis on Pre-K)
- **Arts & Culture**
- **Energy & Environment**
- **Leadership & Public Affairs**
- **Health & Wellness**

DPTV is bringing people together to address critical local issues.

In 2019, Detroit Public TV provided these vital local services:

Educational Resources for parents & teachers to help prepare young children for school and extend learning beyond the classroom.

Extensive multi-platform reporting and analysis of Detroit and Great Lakes issues in partnership with our local community.

Arts and Cultural programming on multiple platforms including live concerts, weekly TV series, social media engagement and event promotion.

DPTV's local services have a deep impact in Southeast Michigan.

More than 442 teachers attended our PBS KIDS "Edcamp" to share peer-to-peer best practices for early childhood learning.

Community organizations benefit from DPTV's town-hall meetings and livestreaming of events to help them reach greater audiences.

Viewers rely on DPTV for programs that educate, entertain and inspire and welcome the conversation via social media.

To Our Community

In April, Detroit Public TV held a community roadshow at City Covenant Church exploring a difficult subject – the kinds of trauma children in Detroit’s Brightmoor and other neighborhoods encounter in their young lives – the realities of the poverty, violence and other injustices that surround them.

Staci Young was in the audience that day and, after hearing the children’s stories, she was inspired to help them deal with that daily stress. She organized a yoga training session for children and their parents, handing out yoga mats and books free of charge.

That’s Media That Matters – making a real difference in the lives of individuals, families and neighborhoods, by informing and connecting people with one another and actively working to build and foster involvement in the communities we serve.

There are many ways to measure public media’s effectiveness. But we think what really counts is its impact in the community.

We are truly producing Media That Matters when:

- We teach parents how to emotionally connect with their young children
- We bring context and a sense of urgency to issues that matter to the people of our community
- We encourage residents of the Great Lakes to care for and preserve our precious water resources
- We offer a showcase for performers and foster a love of the arts.

We do this through content that informs, educates and inspires – that tells the authentic story of Detroit and its people.

At the same time, we think of ourselves as The Engagement Station. We are out in the community, meeting people where they live, involving them in crucial conversations, hosting events that touch their lives and, in countless other ways, giving voice to their concerns, their hopes and their aspirations.

You may have heard us say this before: Detroit is the most important city in America. At DPTV, we work every day to make it an even better place for all of us to live.

American Black Journal

In February 2019, *American Black Journal* celebrated half a century of incisive coverage of the African-American experience with a special 90-minute program taped at the Garden Theater in Detroit, which aired on television in March.

Detroit PBS KIDS

Gov. Gretchen Whitmer announced DPTV as the winner of a 2019 Governor's Service Award as an Education Service Leader for our Education team's work with parents, caregivers and educators to help prepare children for school and life.

Detroit Performs

This year, our *Detroit Performs* series was honored to support a local group making it big. In 2016, we featured the Detroit Youth Choir, which took second place in the 2019 final round of *America's Got Talent* on national television.

Great Lakes Now

From invasive species, to chemical pollution, to federal regulation, DPTV developed a new monthly series that covers issues affecting the Great Lakes.

Easy Money

DPTV's *When I'm 65* initiative developed a series entitled, *Easy Money with Murray Feldman*, which explores multi-generational financial topics including retirement, investing, home ownership, family planning and more.

Mackinac Policy Conference

Since 2011, DPTV has taken viewers inside this annual gathering of Michigan decision-makers. In 2019, more than 107,000 people watched our coverage, with 75,000 more engaged through social media.

One Detroit

Our new *One Detroit* weekly series is providing a new approach to journalism by getting face to face with people in the community to listen to their concerns and provide trusted reporting on the issues that matter most to our local viewers.

The Sphinx Organization

DPTV broadcasted and livestreamed the 23rd annual Sphinx Finals Concert showcasing young Black and Latinx classical string players in concert and provided engaging behind-the-scenes social media content.

The Forever Chemicals

In this 30-minute documentary, DPTV's Great Lakes Now team explored what it means for families when "PFAS" chemicals contaminate their drinking water.

WRCJ 90.9 FM

Detroit's radio station for classical days and jazzy nights expanded its commitment to jazz by adding *The Swing Set* on Sunday nights with new local host, Linda Yohn. In addition, this past year WRCJ featured a 13-part series on Detroit's musical history, *Jazz City*.



"I wanted to help other families because I know what families are going through and they don't know which way to turn, what to do. Watching the (American Black Journal/One Detroit) Roadshow, it was like a huge light bulb went off. Like, aha, I know what I wanted to do!"

—Staci Young who organized a yoga event for families after hearing about the stresses facing community children at a DPTV Roadshow

Are the kids all right?

After months of engagement with community stakeholders in Detroit's Brightmoor neighborhood, *One Detroit* and *American Black Journal* returned to City Covenant Church for an honest conversation with nearly one hundred residents and local partners for a roadshow about children's well-being. They discussed the problems and challenges their kids face on a daily basis, such as trauma and food insecurity, while also exploring the good work local residents and organizations are doing to create safe community spaces and to support parents and teachers in their crucial work.

Great Lakes Now Virtual Field Trip

With the help of an online screening tool, OVEE (Online Viewing and Engagement Experience), DPTV's Education and Great Lakes Now teams partnered to take teachers and their students on a virtual field trip covering coastal wetlands, algal blooms and lake sturgeon. Each lesson was followed by a Q&A session during which students asked experts questions to go deeper into Great Lakes topics and issues.



1k

54 teachers, representing more than 1,000 students took part in the Great Lakes Now Virtual Field Trip



64%

Parents reported knowing more about what their children should be learning and doing as a result of receiving our weekly text messages

Detroit PBS KIDS Bright by Text

In late June 2019, Detroit PBS KIDS launched a new texting program, *Bright by Text*. This free service offers ideas for activities, games and well-being so parents and caregivers can be confident they are helping children grow and develop in the best way possible. By the end of the year, more than 500 families were signed up to receive *Bright by Text* messages.

Respondiendo a la Necesidad

Through support and collaboration with partners in Southwest Detroit, DPTV's *Pre-School U* program to train early childhood educators, parent advocates and family support workers has been translated for Spanish-speaking audiences. Another new addition to *Pre-School U* is a fifth workshop module, addressing health, nutrition and movement for young children, which was developed through the station's ongoing partnership with early childhood educators at Michigan State University Extension.



7.4 mil streams of Detroit PBS KIDS content in Southeast MI



DPTV broadcasts more than 600 hours of arts programming annually

600

Strengthening the cultural community

DPTV broadcasts national productions from PBS and locally produced programs, such as *Detroit Performs*, DPTV's showcase for talented performers from the Detroit area. In addition, WRCJ remains the only radio station in the region dedicated to offering classical and jazz music around the clock. DPTV and WRCJ aim to strengthen our creative, diverse local community through innovative programming and strong advocacy for the arts. As funding grows, our vision is to expand locally produced programming at WRCJ, producing more live performance features on *Detroit Performs* and enriching the arts-related content across all distribution platforms.

Sharing Information and Insight

For the ninth year, DPTV not only livestreamed the panels at the Mackinac Policy Conference, its *One Detroit* reporters offered the very best coverage of and commentary on the issues under discussion. Managing Editor Christy McDonald anchored the news desk, providing insightful interviews with leading newsmakers. One Detroit contributors Nolan Finley and Stephen Henderson convened two sessions on the Detroit Regional Chamber's Detroit Civility Project, which brought together individuals from different backgrounds and beliefs to foster understanding and tolerance.



23% One Detroit's total video views of the Mackinac Policy Conference increased by 23% in 2019



Born on Detroit Public TV after the civil disturbance of 1967, *American Black Journal* remains a reliable, respectful forum for thought, culture and politics from an African-American perspective. It stands as the longest running public affairs program dedicated to the African-American experience on any public broadcasting station and the longest running public affairs show on any local television station.

To honor its 50th Anniversary, Detroit Public TV hosted a special celebration in February 2019 featuring Christy Coleman, CEO of the American Civil War Museum in Richmond, Virginia, in conversation with *American Black Journal*'s Pulitzer Prize-winning host, Stephen Henderson. The celebratory event was also recorded for airing on Detroit Public TV on March 6, 2019.

The night looked back at *American Black Journal*'s legacy and looked ahead at Detroit's future, as well as presenting music, dance and spoken word performances. DPTV is thankful for the opportunity to give *American Black Journal* the tribute it deserves, and we look forward to ensuring the series can serve our community for at least another 50 years.



Views of American Black
Journal digital views
increased by

347%

For more than 50 years, PBS KIDS has provided broadcast educational content to millions of young children. Detroit Public TV seeks to complement broadcast with on-the-ground efforts engaging the adults who surround those children – parents, caregivers and educators – with skills, knowledge and additional PBS KIDS resources to encourage learning.

We are proud to announce that Detroit PBS KIDS earned a 2019 Governor's Service Award as an Education Service Leader for its work in early childhood education, providing parents, educators and other caregivers with the skills and resources they need to prepare children for school and life.

Michigan Governor Whitmer, with the help of Michigan Community Service Commission, selected 43 service award winners selected for their commitment to volunteerism, service or philanthropy.

DPTV was recognized for its commitment to supporting the education of children in Southeast Michigan, both through television programming and through a variety of in-person and virtual reality learning opportunities.

This year DPTV's education team was active in Detroit's Brightmoor neighborhood, training educators in how to conduct their own Pre-School U sessions for parents and caregivers.

In short, DPTV's work is focused on supporting positive outcomes for children – employing our unique ability to deliver high-quality, trusted PBS KIDS content to every home, every hour of every day, so that all children are ready for school, ready to read and ready for life.

For information on DPTV's education efforts in the community go to DetroitPBSKids.org.

