



Children from one of the DPSCD preschool classrooms display the education kit received from DPTV's Detroit PBS KIDS team to help them stay connected during the COVID-19 crisis.



## 2020 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 brings together the people of Southeast Michigan by telling their stories and keeping them informed, inspired and entertained through public media.**

DPTV continues to create multi-media content in five areas:

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

DPTV is improving the lives of families and neighborhoods across Southeast Michigan by delivering content that enriches, news that informs and connections that foster involvement and engagement.

**In 2020, Detroit Public TV provided these vital local services:**

**Educational Resources** to address learning needs of families with children at home as a result of Michigan schools being closed due to COVID-19.

**Localized reporting on key issues** to help keep residents safe and informed during the pandemic, while also addressing racial disparity concerns.

**Arts & Culture programming and virtual events** to connect with, and comfort audiences right in their own living rooms – all with the goal of filling local venues when the crisis ends.

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

**More than 420K Metro Detroiters** have watched the "COVID-313" virtual town halls since they began in April 2020, and the livestreams regularly draw in an average of 2,500 weekly views.

**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 socio-economic status.

## To Our Community

2020 was one of the most challenging years in recent history. Amid the many struggles we faced together— including job loss, parents scrambling to educate their children, racial disparities, and the death of hundreds of thousands of Americans, Detroit Public TV has demonstrated more than ever, our value and service to the people of Southeast Michigan.

At DPTV, we have done our best to contribute as families throughout the community sought information and resources to make it through a trying year. We have worked with other nonprofit organizations, citizen groups and compassionate individuals, to be the communications and engagement backbone of the community.

We work every day – perhaps this past year more than others, to be there when the community needs us. For our team of dedicated staff members, it all starts with the mission of engaging, respecting and understanding the diverse communities of Detroit and Southeast Michigan.

That means not only being active in the community to learn about its people and the lives they lead, but it also means asking them to partner with us. We invited them to serve on our boards and committees, to appear on our programs as guests or newsmakers and to guide us on what we need to know about their communities and how we can tell their stories most sensitively and effectively.

It's then, perhaps, not a surprise that other public television stations throughout the nation consider DPTV a model of community engagement, and that we were prepared to respond when a crisis struck. At the same time, we will never stop striving to be better at serving the people who live in Detroit and throughout Southeast Michigan.

Looking at the many efforts the station and its dedicated staff members have put forth, DPTV has never been prouder of its continued work to be there when the community is in need.

### **American Black Journal**

“American Black Journal” partnered with another community-based news organization, BridgeDetroit, to produce a three-episode series, “Do Black Lives Matter in America,” which addressed issues threatening the lives of people of color and provided discussions with the groups advocating to protect them.

### **COVID-313**

DPTV worked with its community partners to create the “COVID-313 Community Coalition for Families and Students,” which was formed to answer Metro Detroit’s questions about educational resources for children, how to ensure the health and safety of their families, and how to access resources for utilities and other essentials.

### **Detroit PBS KIDS**

DPTV’s Education team met with educational leaders, teachers and parents, seeking their advice on the best ways to serve the educational needs of the community during the pandemic. The result was the Detroit PBS KIDS Daily Newsletter, delivered to thousands of homes in Michigan. Each newsletter contained learning resources, vital information for parents and teachers, physical activity ideas and more.

### **Detroit Performs**

Detroit Performs celebrated its 10<sup>th</sup> season and provided a platform to help local arts organizations present content digitally, giving viewers a front-row seat to the healing power of the arts during a time when it was so desperately needed.

### **Great Lakes Now**

In addition to regular coverage of Great Lakes news, “Great Lakes Now” provided COVID-19 specific updates and content across all platforms. The program also offered a virtual field trip, which allowed students to learn about the significance of

coastal wetlands from the safety of their homes.

### **The Wright Museum Presents**

DPTV partnered with the Charles H. Wright Museum of African American History on a weekly livestream series offering inspiring lectures and performances from the museum’s archive of performers, speakers, authors and dignitaries from across the African diaspora as part of its efforts to explore, understand and celebrate the rich cultural legacy of African Americans.

### **MPC20 Conversations**

Fulfilling the demand for a statewide discussion on moving Michigan forward at such a critical time, DPTV partnered with the Detroit Regional Chamber for the 10<sup>th</sup> year and launched “MPC20 Conversations: Respond and Rebuild.” This free digital series offered national and local speakers, inspired by the tenor of conversation traditionally held at the Mackinac Policy Conference.

### **One Detroit**

Working virtually, the One Detroit team immediately began conducting daily conversations with health experts, small business owners, public officials, civic leaders, performers, and educators, as well as the everyday people who serve on the frontlines of this crisis. These interviews were posted daily on the [OneDetroitPBS.org](https://www.onedetroitpbs.org) website and shared on social media.

### **WRCJ 90.9 FM**

In 2020, WRCJ celebrated its 15<sup>th</sup> Anniversary of being on air. Since its inception, the station has shared partnered with local organizations such as the Detroit Symphony Orchestra, the Michigan Opera Theater, the Carr Center and more. And as Detroit’s only radio station offering classical and jazz music around the clock, WRCJ provides a place of refuge and solace during the COVID-19 crisis.



*DPTV partnered with Kevin’s Song and the Children’s Foundation to offer crucial conversation with educators, researchers, counselors and other experts to seek solutions to what we can do as a community to bring awareness to youth suicide and how parents, teachers, friends and others in their lives can help young people who are at risk.*

*To help give as many people as possible access to this information, these discussions were shared as a livestream and made available on demand at [DPTV.org/SavingLives](https://www.dptv.org/SavingLives). In addition, the discussions were turned into one-hour television broadcasts.*

## Preventing Youth Suicide

In Michigan, there has been an alarming 33 percent increase in death by suicide in the past 20 years among young people between the ages of 10 and 24. Yet, Michigan remains one of only 17 states without mandated teacher training in suicide prevention. Detroit Public TV – in collaboration with the Children’s Foundation and Kevin’s Song, launched a series of broadcasts and livestreamed panel discussions to bring attention to this urgent issue and to rally support among those in the lives of youth to battle this mental health crisis.

## Unprecedented collaboration in a time of crisis

For the first time, commercial and public tv stations in Detroit partnered to produce and broadcast a “Governor’s Town Hall,” providing viewers with the opportunity to ask questions of Governor Gretchen Whitmer at the start of the pandemic. DPTV took the lead in affiliating the program to commercial and public stations across the state, and those efforts resulted in outstanding participation.



**650K** More than 650,000 people in Southeast Michigan tuned in to watch the “Governor’s Town Hall.”



“If we couldn’t have the symphony come to the island, we can have the island play the symphony,” said Rochelle Riley, who coordinated the memorial for the city of Detroit.

## Honoring COVID-19 Victims

In August 2020, the City of Detroit hosted a Memorial Drive procession on Belle Isle to honor the more than 1,500 Detroiters our community lost to COVID-19, at that time. WRCJ 90.9 FM partnered with the City to provide the soundtrack for the memorial drive. Mourners and residents across the city tuned their radios to 90.9 all day so the sounds of gospel, classical and jazz could offer comfort while remembering a loved one.

### Partners in educating our youth

In 2020, DPTV’s Education team continued its work in Detroit neighborhoods, and extended its outreach efforts into Southwest Detroit, aligning with Starfish Family Services to serve both English and Spanish-speaking families. With COVID-19, the workshops moved online and were conducted in both languages simultaneously. Community engagement also increased into areas outside the city, expanding its services for families in Pontiac, Warren and other high-needs communities.



**350 Families** One virtual learning workshop, for example, held during the pandemic, engaged more than 350 families. Face-to-face workshops typically can only serve a dozen parents at a time.



The Ken Burns – Isabel Wilkerson Penny Stamps discussion received more than 14,000 initial views – more than 3x’s the series’ average.

**14K Views**

### Strengthening the cultural community

Since March 2020, DPTV has worked with the University of Michigan to shift its live audience Penny Stamps Distinguished Speaker Series to a digital offering while venues remain closed. The series gives artists, designers, and innovators from a broad spectrum of fields an opportunity to engage with the community. In October 2020, legendary PBS documentary filmmaker, Ken Burns, joined in conversation with award-winning journalist Isabel Wilkerson, and their session became the highest viewed livestream of the series to date.

### Bringing the Great Lakes to students

DPTV is a community-driven organization, engaging and broadening our audience through partnerships with key stakeholders and partners. The Great Lakes Now team attended 42 in-person events last year, with more than 25 additional virtual appearances since the start of the pandemic. To help students continue learning while at home, GLN partnered with the Belle Isle Conservancy and WDET-FM 101.9, to begin offering monthly watch parties covering topics related to the Great Lakes and our regions other freshwaters.



**2.4M Views** Great Lakes Now had more than 2.4 million views in FY20 on-air and online.

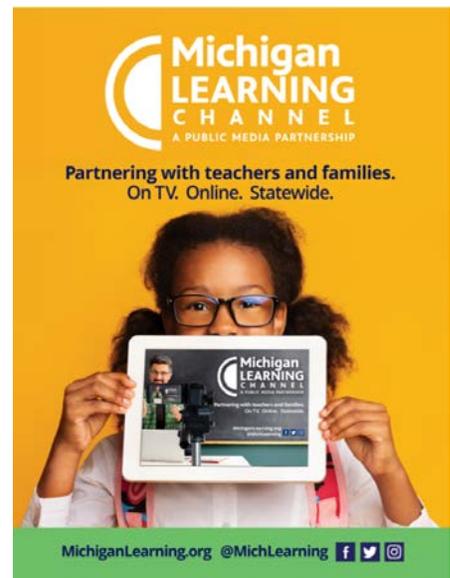


When the COVID-19 pandemic closed schools throughout the state in March, it fell to parents to suddenly take charge of their children’s education and turn their homes into classrooms.

Fortunately, they had an important ally – Detroit Public TV. It has been public media’s historic mission to ensure that all kids, regardless of their capabilities or backgrounds, have access to continuing, free educational resources at home or wherever else they are cared for. That commitment has never been so critical as during this crisis.

DPTV moved swiftly to mobilize Detroit PBS KIDS programming and its rich trove of education materials – all of which are curriculum-based and teacher-tested – to the aid of parents, day care providers and everyone else supervising the remote learning of children. In an unprecedented move, DPTV revamped the schedule of its main channel (56.1), devoting it throughout the day to educational programming in blocks of content aligned with curriculum goals and geared to specific age groups – early childhood, middle school and high school.

In addition, DPTV began the planning and implementation of the Michigan Learning Channel, a network of all the state’s public television stations providing classroom-style instructional content to every household in Michigan over the air or online. It has been developed and endorsed by coalition of leading educators and organizations as a way to bridge the digital divide.



For more information about the new Michigan Learning Channel, visit [MichiganLearning.org](https://MichiganLearning.org). Also visit [DPTV.org/education](https://DPTV.org/education) to learn more about DPTV’s education efforts in the community.



In April 2020, Detroit Public TV and its community partners created “COVID-313”, a community collaboration built off years of engagement and partnership building, which has continued to uniquely serve Southeast Michigan residents as we face difficult times together.

Leveraging the power of DPTV and “One Detroit”, the station’s news bureau, “COVID-313” releases weekly, live virtual town hall updates, via DPTV’s Facebook page. Recorded town halls are then made available on the “One Detroit” website, Facebook feed and YouTube channel.

DPTV lends its expertise to convene presenters, dive into issues and host discussions with state and local politicians. The livestreams also provide “COVID-313” partners with opportunities to publicize available resources, such as utility assistance, food and basic need provisions, medical programs and updates on the coronavirus. Furthermore, DPTV works with community partners and program presenters to provide ASL, Spanish and Arabic translation.

The results of the “COVID-313” town halls have been substantial. DPTV’s “One Detroit” followers are up 25% and town hall videos have reached more than 420,000 since the weekly livestreams began. The town halls continue to draw an average of 2,500 viewers each week because of the quality of the content.



DPTV is proud to offer a program such as “COVID-313”, which embodies and relies upon the benefits of collaboration, inclusivity and amplifying voices throughout the community.

To watch past sessions and learn more about “COVID-313,” visit [OneDetroitPBS.org/covid313](https://OneDetroitPBS.org/covid313).