

DETROIT EDUCATIONAL TELEVISION FOUNDATION
DIVERSITY ANNUAL REPORT
2020
October 1, 2019-September 30, 2020

Founded in 1955, Detroit Educational Television Foundation (DETF), d/b/a Detroit Public Television, WTVS, is a non-commercial, viewer-supported public television station licensed to the Detroit Educational Television Foundation. DETF operates four broadcast channels – 56.1; 56.2 Detroit PBS Kids; 56.3 Create; and 56.4 World; DETF also manages WRCJ 90.9 FM, a non-commercial, listener supported radio station licensed to Detroit Classical & Jazz Educational Radio LLC.

Detroit Public TV (DPTV) is Michigan’s largest and most watched television station serving Southeastern Michigan, the most diverse public television audience in the country. DPTV is also the state’s only community-licensed station, meaning it operates independent of any educational, government or other institution. Its funding comes from the community it serves.

Each week more than two million people watch our four broadcast channels, in addition, nearly 200,000 people listen to our radio station, WRCJ 90.9 FM for classical days and jazzy nights. In addition, DPTV is building the next generation of public media with our rapidly growing digital presence that has grown to reach more than half a million unique visitors through our website, YouTube channels and social media platforms each month.

Our key values: Diversity, Engagement, Trust, Innovation, Excellence, and Financial Sustainability, are evident in everything we do from the engaging content we provide, to the way we work with viewers, supporters, board members and employees to the local events we host connecting DPTV with thousands of our fellow community members each year.

Our Mission

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

Our Mission is to educate, engage, entertain, and inspire through the power of public media.

Diversity Statement

Detroit Public Television and WRCJ are committed to diversity and inclusion in our workplaces and in all aspects of our organizations through programming, community relationships and engagement, governance, and organizational culture. We value the unique ideas, perspectives, and contributions of our staff, board, volunteers, partners and the communities we serve. We embrace the creativity and innovation that result when individuals from a multitude of cultural and life experiences and communities come together.

Diversity Definition

Diversity is the quality of being different or unique at the individual or group level. This includes age; ethnicity; gender; gender identity; language differences; nationality; parental status; physical, mental and developmental abilities; race; religion; sexual orientation; skin color; socio-economic status; veteran status, work and behavioral styles; the perspectives of each individual shaped by their nation, experiences and culture—and more.

Inclusion Definition

An inclusive environment is one that is diverse and fosters a culture of respect, openness, learning, integrity, and honesty for all individuals. Inclusion requires a culture in which diverse people feel supported, recognized, and rewarded in making their best contributions to the mission of our organization.

Detroit Educational Television Foundation is committed to diversity in its workforce, management, board of trustees, and other advisors in overseeing and carrying out its broadcast responsibilities. Following is a list of achievements and activities of DETF's efforts to meet its diversity goals and objectives.

Programming

Detroit Educational Television Foundation (DETF) continued its goals to expand its offerings of new, diverse programming through more community outreach and local program productions this past year.

Arts & Culture

- **Detroit Performs:** A weekly TV series and website to encourage participation in the arts in greater Detroit, Detroit Performs has been on hiatus since June 2020 to reformat the show due to Covid-19. In October one Detroit Performs special on the Detroit Public Theatre production to help Arts & Culture institutions connect to audiences. More DP specials are in development.
- **Sphinx Finals Concert:** DPTV broadcast the 23rd annual competition concert showcasing black and Latino classical musicians.
- **PBS Books:** Due to Covid-19, previously scheduled live web stream of the Library of Congress' National Book Festival was replaced by a 90-minute special called "Celebrating American Ingenuity". The LoC special featured interviews with authors from all over the country produced via Zoom and aired on PBS stations nationwide.
- **Live Streaming Services:** DPTV regularly provides production services to connect events with larger audiences. FY2020 included coverage of events such as the Knight Media Forum, Detroit Performs: The Kresge Honors, and Detroit Economic Club live streams. New opportunities to livestream presented themselves due to Covid-19 including Detroit Jazz Fest and Concert of Colors.

Public Screenings: Due to Covid-19, free public screenings were cancelled. However, many events moved to virtual townhalls on Facebook and other platforms. "Asian-Americans" was one popular screened preview with more than 300 people attending our panel discussion after.

WRCJ

- WRCJ 90.9-FM amplifies the arts, educates listeners, and provides access to the world of classical and jazz music and local arts organizations through a robust multi-platform programming strategy that serves classical and jazz lovers in metro Detroit through on-air broadcasts, digital content, and family-friendly community engagement events.
- **'Classical Days' On-air Programming:** Weekdays from 5am to 7pm
 - 6a-10a "The Morning Show" with *Dave Wagner*
 - 10a-3p "Midday Music" with Peter Whorf
 - 3p-7p "Dr. Dave's Drive-Time Elixir" with Dave Wagner
- **'Jazzy Nights' On-air Programming:** Weeknights from 7pm to 5am
 - Fri 7p-11p "Maxology" with *Maxine Michaels*
 - Sat 7p-10p "JazzFest Detroit" with *John Penney*
 - Sun 7p-9p "The Swing Set" with *Linda Yohn*

- **Detroit Public Schools Radio:** DPS Radio is produced by students from the Detroit School of Arts, airs at 7:00pm on Wednesday nights. The program utilizes the station's airwaves as platform for students of color to express their creativity and make their voices heard—their programs cover a variety of important topics such as relationships, suicide, race, identity, success, and more.
- **DSO Live Broadcast:** This Series provided access to five Detroit Symphony Orchestra (DSO) concerts live from Orchestra Hall in the COVID-shortened 2019-2020 season.
- **Statewide Distribution of Live Concerts:** WRCJ's broadcasts of live concerts by the Detroit Symphony Orchestra were aired statewide, in partnership with WKAR East Lansing, WMUK Kalamazoo and Interlochen Public Radio.
- **Other Live and Recorded Concerts:** WRCJ also broadcasts live operas with Michigan Opera Theatre and recorded concerts by Ann Arbor Symphony Orchestra, Michigan Philharmonic, and The Detroit Symphony Youth Orchestra
- **Promotion of Local Concerts and Events:** WRCJ-FM provides airtime and interviews to promote local arts organizations and artists. The station further promotes the arts community through the website, detroitperforms.org. Providing airtime and promotion for arts organizations became more important as events were cancelled in Spring 2020 due to COVID-19.

Kids & Education

- **PBS Kids Programming:** The nation's #1 educational media brand, featuring curriculum-based multi-platform series across all five learning domains.
- **Detroit PBS Kids:** Detroit PBS Kids is now the nation's #2 most watched, free over-the-air channel broadcasting and streaming PBS' education children's programming 24 hours a day, 7 days a week. The channel is available in every household with a TV, smart phone, or internet access in the metro Detroit area. The channel has a weekly audience of 600,000 viewers, many of whom are parents who co-view programs with their children. Another 120,000 users view the channel's content online, either live or on-demand.
- **Pre-School-U:** Offered as both a direct service program and train the trainer model, PSU helps caregivers prepare children 0-5 for kindergarten readiness through training workshops and video-based curriculum.
- **Ready to Learn:** Through a grant from the U.S. Department of Education, the initiative brings educational television and digital media resources to families and children ages 2-8, promoting early learning and school readiness through direct service programming, with an emphasis on supporting children from low-income, underserved communities.
- **PBS Edcamp:** Pre-school educator development days focused on issues teachers are looking to solve. Detroit Public TV piloted PBS Kids' national launch in Detroit with great success.
- **PBS Learning Media:** A digital library of educational resources available at no cost to educators and used by more than 1.8 million teachers nationwide.
- **Great Lakes Now:** Created nearly exclusively from its own monthly show and website stories, Great Lakes Now offers a collection of lesson plans aimed at grades 5-8. The 28 modules, aligned to science standards, and the GLN virtual field trips are freely available on

Great Lakes Now and PBS Learning Media and a selection of them are being distributed through the Discovery Education platform.

Leadership & Public Affairs

- **One Detroit:** One Detroit is Detroit Public TV's (DPTV) commitment to telling greater Detroit's story by telling the stories commercial media are not able to tell. One Detroit provides in-depth, unbiased, and trusted coverage that gives context to the complex issues facing Detroiters throughout the region including education, environmental justice, immigration, and the 2020 Presidential election. Because of Covid-19, One Detroit added a second show weekly. The second show focuses on Arts & Culture issues and shares performances of Detroiters who create content during the pandemic.
- **American Black Journal:** A weekly series of news, culture, and information from an African American perspective. New partnership with BridgeDetroit began. BridgeDetroit is an on-line news site that uses a Community Priorities Model to create content.
- **Mackinac Policy Conference-** Due to Covid-19, the Mackinac Policy Conference was replaced with a weekly series of livestreamed interviews running from August through November 2020.

Energy & Environment

Great Lakes Now- GreatLakesNow.org continues to develop as a multimedia, regional hub of news and information about the Great Lakes and drinking water quality, accessibility, affordability, and equity, focusing on the impacts of these issues on communities. Publishing stories from all eight states and the two Canadian provinces that are part of the Great Lakes watershed, the website provides original news and feature stories as well as timely articles from the Associated Press wire service and other media partnerships.

- **The Great Lakes Now** monthly program, which launched in April 2019, has been carried by 29 PBS affiliates in seven states and the Bay County, Michigan governmental channel. All the episodes, segments, and previews – as well as some “web extra” videos – are freely available on YouTube and PBS Media.
- Before the 2020 pandemic restrictions, the Great Lakes Now team members had engaged with audiences at dozens of conferences, film festivals, stakeholder meetings, classes, and other events. As audience and community engagement moved online, the GLN did as well, fostering new partnerships with organizations to host online watch parties and maintaining existing relationships for similar virtual meetings and experiences where content and expertise was shared.

Governance

Detroit Educational Television Foundation's written diversity policy outlines our goals and expectations to make diversity a core and abiding strength of the organization.

A key goal at Detroit Educational Television Foundation is to celebrate diversity of Southeast Michigan, which is possible only with a strong, multicultural Board of Trustees providing leadership and governance for the organization.

Detroit Educational Television Foundation's Board of Trustees currently has 37 members. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

The board is now comprised of 43% females and 57% males. Of all members who chose to self-identify their ethnicity, the Board is 2.7% Hispanic Latino, 2.7% 2 or more races, 8.1% Middle Eastern/North African, 24.3% African American, and 62.1% White American. Our intent is to make the Board more diverse and we consider a number of factors, of which race and ethnicity, are just two.

DETF's volunteer Community Advisory Panel is comprised of 20 individuals, 60% are female and 40% are male. Of all members who chose to self-identify, 65% are African American, 25% are White American and 10% are other.

Workforce

Employee Development

DETF partners with the Michigan Diversity Council to provide information and training on various topics.

Recruitment

DETF continues to offer various Internship Programs to the community, which is described with information and application details on our website, www.DPTV.org. Internships require a minimum of 20 hours per week for 12 - 16 weeks. The Internship Programs afford candidates realistic professional experiences in all phases of DETF activities. During the reporting period, 18 students completed internships in the Production, Human Resources, Great Lakes Now and WRCJ departments. Participants in the internship program were 39% white and 44% African American, 9% Asian and 8% identify as two or more races. Of this total, 50% were male and 50% were female.

Detroit Educational Television Foundation maximized its recruiting efforts by adhering to the FCC EEO guidelines by widely disseminating information as it pertains to vacant positions and interviewing qualified candidates from a variety of different backgrounds. Eleven (11) positions were filled during the reporting period and distributed as follows: 46% Caucasian Male; 18% Caucasian female; 9% African American Male, 9% Hispanic Male, 9% Hispanic Female and 9% Male that reports two or more ethnicities.

Detroit Educational Television Foundation recognizes the need to always reflect our local community in our governance, staffing, community engagement and programming. Further, we value the trust placed in us by our audience, supporters, and community partners.