THE POWER OF PARTNERSHIPS
Big. Bold. Boundless.

Report to the Community
July 2020-June 2021
Detroit Educational Television Foundation
Your Media Partner
Mission, Vision, Core Values

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

VISION
Media anchor of a diverse and connected community

CORE VALUES
Diversity
Engagement
Trust
Innovation
Excellence
Financial sustainability
‘The Engagement Station Serving the Most Important City in America’

That is how we like to think of ourselves at Detroit Public TV.

In its earliest days, public television was generally regarded as a platform for national content – children’s shows like “Mister Rogers’ Neighborhood,” “Masterpiece Theatre,” nature documentaries and other quality programming.

But over the past decade or so, DPTV increasingly realized that this was not enough. Our community needed more, for a variety of reasons including the shrinking resources of commercial media, a renewed focus on social issues around race and gender, and the need to improve the educational outcomes of our children.

We had to become the essential communications partner for the diverse communities we serve. We had to redirect our focus homeward, become hyper-local and engage all the people of Detroit and Southeast Michigan as never before.

In this annual report, which we have kept refreshingly short, we talk a lot about engagement. That’s become a buzzword in the media industry. There are many definitions of the term.

We have a simple one – engagement is everything we do. The local coverage of our One Detroit and Great Lakes Now bureaus is engagement. So are the family workshops our Education team conducts in neighborhoods far and wide.

The events we hold, many now virtual – engagement. Our relentless commitment to diversity – also engagement.

We spend a lot of our time getting to know Detroit, talking one-on-one with people or gathering them in small- and large-group discussions. That’s a pure form of engagement.

We can also apply numbers to it – 2 million weekly viewers, 95 million streams across our various digital platforms and 28 million impressions and 1.6 million engagements on social media.

But what truly counts is knowing our community, understanding its needs and providing the kind of engagement that makes this a better place for all of us to live.

The pandemic made this vividly clear. Families, educators, business leaders, artists, kids, nonprofit organizations needed someone to inform them, to enlighten them, to tell their stories and their struggles. We stepped up, but we did not do this alone. We needed partners, many of them.

Fortunately, we have been building relationships throughout the community for years. They were essential as we chronicled and confronted the challenges Southeast Michigan has faced in recent months.

But we promise that we won't stop here. Like this great city, we will keep moving forward. Together. There is nothing like the power of partnerships.
The Detroit Educational Television Foundation is a Michigan not-for-profit corporation that holds the non-commercial broadcast license for WTVS 56.1, Detroit PBS KIDS 56.2, Create 56.3, World 56.4 and Michigan Learning Channel 56.5. The Foundation also manages 90.9 WRCJ, which is licensed to Detroit Classical and Jazz Educational Radio, LLC.

Detroit Public Television (DPTV) is Michigan's only community-licensed PBS station, operating independently of any educational institutions or governmental entities. Its funding comes almost exclusively from the community it serves.

PBS and its member stations have been rated by the American people as the most trusted institution in the nation for 18 consecutive years in an annual survey conducted by Marketing & Research Resources, Inc., on behalf of PBS.

With more than 2 million weekly viewers in Southeast Michigan and across Canada, DPTV is the state's largest and most watched public television station, as well as having the most diverse public television audience in America.

In addition, DPTV attracts 95 million streams across its various digital platforms. 90.9 WRCJ reaches nearly 250,000 listeners each week over the air or on digital devices.

56.1: The main channel, with trusted national and local programs
56.2: The 24/7 Detroit PBS KIDS Channel
56.3: The Create Channel, “how-to” content
56.4: The WORLD Channel, a world of news and documentaries
56.5: The Michigan Learning Channel, a statewide public television partnership offering instructional content
90.9 WRCJ: Classical music during the day and jazz at night

DPTV studios and executive offices are located in Wixom, MI, and 90.9 WRCJ has its studios in the Detroit School of Arts.

The work of DPTV’s educational and content initiatives puts it on the ground in many communities throughout Detroit and Southeast Michigan. During the pandemic, its staff often worked in homes throughout Metro Detroit. Soon, the One Detroit and Great Lakes journalists, along with the education team, plan to return to offices in Detroit.
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<td>16</td>
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</tr>
</tbody>
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As the pandemic rages on, America continues to grapple with the worst health crisis it has ever encountered, with disturbing ramifications for our economic and mental well-being.

Like other organizations, Detroit Public Television had learned many lessons during these troubling times, adapting to new protocols, innovating new content and delivery systems, and finding novel and effective ways to better serve the community. And looking back while also gazing forward, we have never felt such an integral part of the life of Detroit and Southeast Michigan.

Of course, we did none of this by ourselves. We relied on friends, partners, collaborators and long-term relationships. We did not take one step alone but moved in constant contact and concert with individuals and organizations that care as deeply about the community, its people and its future as we do.
Perhaps our most ambitious, if not outright audacious, initiative was the launch of the Michigan Learning Channel, our new education service that brings instruction and resources to every household in the state. The concept started here, but it quickly became a partnership with every public television station in the state, with the advice and participation of state officials, leading educational organizations and teachers and parents across Michigan.

In one sense it was a response to the pandemic, but in a much bigger way it is a natural step to harness evolving technology for the betterment of all students. The effort has been endorsed by the state’s superintendents, county-level ISD’s and the Michigan Department of Education. And evidently, it has been enthusiastically embraced, judging by the half million students, parents and teachers who tune in each month.

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.

DPTV also is a full member of and communications backbone of the COVID313 Community Coalition for Family and Students, producing a weekly virtual town hall that provides viewers crucial, often life-saving information on navigating the pandemic, from where to secure food and vaccinations to how to educate children at home and find financial assistance for rent and utilities. One member of the coalition said it well: “We’ve become the community’s TV station” – one that has reached 250,000 people since its inception.

“American Black Journal” – the nation’s longest running news show focused on the African American experience – digs deeper than ever into issues facing the Black community, with more on-location news coverage to go with its excellent panels and interviews. It also devotes 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 and guided by an advisory panel of distinguished ministers and church leaders.

500K
Students, parents and educators tune into the Michigan Learning Channel each month
As artists and arts organizations continue to struggle to reach their audience and supporters, with galleries and venues shuttered by the pandemic, DPTV has ramped up its efforts to provide a platform for the creative community, partnering with the University of Michigan Penny Stamps Speakers Series, The Sphinx Organization and the Concert of Colors, to name but a few. In an aspirational project, DPTV collaborated with the Detroit Public Theatre, a PBS affiliate in Buffalo and the Chautauqua Theatre to produce two one-act plays recorded live and aired back-to-back on both television stations.

DPTV's radio station, 90.9 WRCJ, has delivered similar service through its statewide Detroit Symphony Orchestra broadcasts, live coverage of the Detroit Jazz Festival, Ann Arbor Symphony Orchestra and Michigan Philharmonic concert broadcasts and partnering with Interlochen Public Radio and Michigan State University to produce “Great Lakes Concerts,” a weekly radio program shared by public stations across Michigan.

A Platform for the Creative Community
The Health of Our Community and Environment

The mental health of the community is never far from the mind of DPTV, as it collaborates with caring, invested organizations like Kevin’s Song and With One Voice to raise suicide awareness and promote emotional well-being through conferences, television reports and courageous conversations. As the host of the Michigan stop in the national Well Beings Tour, DPTV let young people do the talking, as they discussed the mental health challenges they face today and what the community can do to help.

Regional and national initiatives also flourish. Great Lakes Now, a hub of information on environmental news and our freshwater heritage, has expanded into a network of 29 participating stations contributing to the daily posts on GreatLakesNow.org and the monthly “Great Lakes Now” television show. Twice monthly Facebook watch parties have involved thousands of viewers on conversations related to PFAS, shipwrecks, aquarium tours, invasive species and other subjects.
Inspiration, Information and Inclusion

PBS Books, DPTV’s national initiative, has captured the literary imagination of book lovers everywhere. Working with libraries and PBS affiliates across the nation and connected to PBS content, it has presented author talks with celebrated authors and thinkers—Isabel Wilkerson, Ken Burns, Henry Louis Gates, Jr., Ishmael Reed, Amy Tan, Sonja Sanchez, Joy Harjo, Viet Thanh Nguyen, the list goes on and on. It also produced a prime-time TV special in collaboration with the Library of Congress, celebrating the National Book Festival.

Partnering with the Investor Protection Trust and state securities regulators across the country, DPTV has launched a series of “When I’m 65” virtual events in which financial experts address issues of personal finance and investor education. Highly interactive with lively question-and-answer sessions, they reach wide audiences through the PBS Books platform. The advice is topical, reliable and easy to understand, providing viewers with trusted guidance on real-life financial concerns, no matter what their age.

A foundational element for all of this is DPTV’s abiding dedication to the principles of diversity, equity, inclusion and accessibility. It is a strand that ties everything the station does together. There is total buy-in from the board, volunteers and committees. And staff members? They have formed working groups to study each aspect of our operations, internally and externally, through a DEIA lens.

Detroit Public TV is Big, Bold, Boundless and committed to serving the rich, complex, wonderfully diverse communities of this, the most important city in America.

What truly counts is knowing our community and understanding its needs.
2020–2021
Awards
View all our awards at DPTV.org/Awards

Michigan Emmy Awards

Environment/Science – News:
Great Lakes Now: Chicago’s Floating Islands
Rob Green, Doug Clevenger, Laura Weber Davis

Documentary – Historical:
Rockin’ Robin: A Tribute to Robin Seymour
Bill Kubota, Fred Nahhat

Interview/Discussion:
American Black Journal
Black Lives Matter: Is the Media Getting It Right?
Stephen Henderson, Orlando Bailey, Daphne Hughes, Christopher Jordan, Catherine Kelly

Society of Professional Journalists Detroit Chapter Excellence in Journalism Awards

Television:
Community/Local News Reporting:
One Detroit: Clawson, Michigan:
One City Under a Pandemic
First Place
Bill Kubota, Christopher Jordan

Education Reporting:
One Detroit: Education Specials Education in the Time of COVID
School Daze
Third Place
Christy McDonald, Bill Kubota, Will Glover, Chris Jordan, Zo sette Guir

Environment Reporting:
Great Lakes Now: Lake Erie’s Harmful Algal Blooms
Second Place
David Ruck, Rob Green, Zach Passero, Laura Weber Davis, Ryan Busch

Feature Reporting:
Detroit Jazz City
First Place
Jim Toscano, Danny Gianino, Ed Moore, Zo sette Guir

Great Lakes Now:
In Isolation…At Aquariums
Second Place
Danielle Dabney, Nick Austin, Jim Toscano

Health Reporting:
Saving Lives: We Can’t Wait
Any Longer
Third Place
Marty Fischhoff, Fred Nahhat, Wes Jones, Mariellen Chynoweth, Cynthia Canty, Al Hibbert

Racial Justice Reporting:
American Black Journal:
Do Black Lives Matter in America?
First Place
Stephen Henderson, Orlando Bailey, Daphne Hughes, Christopher Jordan, Catherine Kelly

Sports Reporting:
Great Lakes Now:
Island Basketball
First Place
Sandra Svoboda, Dan Tyrell, Nick Austin, Zach Irvin, Oliver Van Assche

Videography:
Great Lakes Now:
Chicago’s Floating Islands
First Place
Doug Clevenger, Sandy McPhee, Jordan Wingrove, Laura Weber Davis

Online:
Collaborative Coverage:
From Rust to Resilience: What Climate Change Means for Great Lakes cities
First Place
Sandra Svoboda, Rob Green, Natasha Blakely, INN partners

Social Media Strategy:
Great Lakes Now:
The Facebook Watch Parties
Third Place
Colleen O’Donnell, Zach Allen, Sandra Svoboda

Michigan Association of Broadcasters Broadcast Excellence Awards

News & Public Affairs Special:
American Black Journal:
Do Black Lives Matter in America?
Merit

Cultural and Performing Arts:
Detroit Performs:
Detroit Public Theatre & Friends—From Broadway to Obscurity
Winner

Mini-Documentary or Series:
Great Lakes Now
Winner

Special Interest:
Saving Lives:
School Summit on Suicide
Winner

Membership Appeals:
The Russian Five
Merit

Membership Appeals:
Aretha Franklin Remembered
Winner

Use of New Media:
Great Lakes Now Watch Parties
Winner

Independent Producer:
Great Lakes Now:
Sand, Sinkholes and Science
Merit
Detroit Public TV

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and Society For Excellence ($1,000 - $9,999)

($10,000+)
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John Green
Frank Greene
Kathleen Griffiths
Arlene Griswold
Dalos Grobe
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Catherine Heller
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Dennis Herrick
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Fred Rogers Company
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Grand Canyon University
Great Lakes Protection Fund
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Hospice of Santa Cruz County
Hospice Savannah Foundation
Huron Clinton Metroparks
Institute for Non-Profit News
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Kroger Community Rewards
Lawrence Technological University
Manat Foundation
Marshall Mathers Foundation
Masco Corporation
Meemic
Michigan Council for Arts and Cultural Affairs (MCACA)
Michigan Health Endowment Fund
Michigan Department of Health & Human Services
Michigan Education Trust
Michigan Humanities Council
Michigan Humane
Michigan Public Health Institute
Michigan Technological University
Michigan Wildlife Council
Charles Stewart Mott Foundation
Kroger Community Rewards
Lawrence Technological University
Manat Foundation
Marshall Mathers Foundation
Masco Corporation
Meemic
Michigan Council for Arts and Cultural Affairs (MCACA)
Michigan Health Endowment Fund
Michigan Department of Health & Human Services
Michigan Education Trust
Michigan Humanities Council
Michigan Humane
Michigan Public Health Institute
Michigan Technological University
Michigan Wildlife Council
Charles Stewart Mott Foundation
MSU Federal Credit Union
National Endowment for the Arts
National Wildlife Federation
NewsMatch
Nissan Foundation
Oakland Mall
PNC Foundation
Stephen Polk Foundation
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William & Jean Clark Rhodes Foundation
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Sikh Foundation Inc.
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Speyer Foundation
Elaine and Leo Stern Foundation
The Brookby Foundation

Detroit Public TV

Legacy Leaders

The Detroit Public Television Board of Trustees is pleased to honor and recognize our Legacy Leaders. These members and friends have provided a gift to Detroit Public Television through a bequest or gift through a trust, life insurance policy or charitable gift annuity during Fiscal Year 2021.

Donald Benoit
Raymond Daniels
Martha Munro
Jean Schutte
Lee Seymour
Mary L. Vann
Thomas Wicher
Shirley Wiederhold

Detroit Public TV and 90.9 WRCJ

In–Kind Partners

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Butzel Long
Contributor Development Partnership
Detroit Economic Club
Detroit Historical Society
Lee Group
Michigan Diversity Council
Michigan Radio
Trade First
United Training
Valpak
WDET 101.9 FM
## Financial Results

### Detroit Educational Television Foundation Fiscal Year 2021

#### Statement of Activities

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<th>Year Ended June 30</th>
<th>2021</th>
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<td>Revenues, gains and</td>
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<tr>
<td>other support</td>
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<tr>
<td>Individual contributions</td>
<td>$9,671,156</td>
<td>$9,519,754</td>
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<tr>
<td>Productions of local</td>
<td>2,710,170</td>
<td>3,098,822</td>
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<tr>
<td>and national programs</td>
<td></td>
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<tr>
<td>Corporation for</td>
<td>2,773,952</td>
<td>2,076,954</td>
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<tr>
<td>Public Broadcasting</td>
<td></td>
<td></td>
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<tr>
<td>grants</td>
<td></td>
<td></td>
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<tr>
<td>Federal and state</td>
<td>3,539,236</td>
<td>111,370</td>
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<tr>
<td>government grants</td>
<td></td>
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<td>Corporate contributions</td>
<td>1,560,152</td>
<td>1,022,797</td>
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<td>Foundation contributions</td>
<td>530,131</td>
<td>715,380</td>
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<tr>
<td>Facilities rental</td>
<td>750,926</td>
<td>390,170</td>
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<tr>
<td>Special events</td>
<td></td>
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<tr>
<td>Retail product sales</td>
<td>102,344</td>
<td>122,968</td>
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<tr>
<td>Investment income</td>
<td>860,331</td>
<td>16,440</td>
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<tr>
<td>Miscellaneous income</td>
<td>802,652</td>
<td>299,171</td>
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<td>Paycheck protection</td>
<td>521,623</td>
<td>808,777</td>
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<tr>
<td>Total revenues, gains</td>
<td>23,822,673</td>
<td>18,397,910</td>
<td></td>
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<tr>
<td>and other support</td>
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#### Expenses

| Program services:      |                     |            |            |
| Engagement and outreach| 1,188,621           | 1,018,864  |            |
| Production             | 5,203,899           | 4,315,988  |            |
| and content creation   | 5,773,029           | 5,246,444  |            |
| Broadcast              |                     |            |            |
| Total program services | 12,165,549          | 10,580,896 |            |
| Supporting services:   |                     |            |            |
| Administrative         | 2,366,130           | 2,546,225  |            |
| Fundraising            | 4,097,536           | 4,470,784  |            |
| Total expenses         | 18,629,215          | 17,597,905 |            |
| Changes in net assets  | 5,193,458           | 800,005    |            |
| Net assets - beginning | 18,762,008          | 17,962,003 |            |
| of year                | $23,955,466         | $18,762,008|            |

### Balance Sheet

<table>
<thead>
<tr>
<th>Year Ended June 30</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
<td></td>
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<tr>
<td>Cash and cash</td>
<td>$7,830,015</td>
<td>$5,598,196</td>
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<td>equivalents</td>
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<td>Investments</td>
<td>5,772,104</td>
<td>3,271,186</td>
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<td>Accounts receivable</td>
<td>558,592</td>
<td>607,876</td>
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<tr>
<td>Pledges receivable, net</td>
<td>1,454,661</td>
<td>1,780,871</td>
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<td>Inventory</td>
<td>53,251</td>
<td>25,560</td>
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<td>Prepaid assets and</td>
<td>645,673</td>
<td>186,588</td>
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<tr>
<td>other</td>
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<td></td>
</tr>
<tr>
<td>Property and</td>
<td>14,204,848</td>
<td>13,905,451</td>
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<tr>
<td>equipment, net</td>
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<td></td>
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<tr>
<td>Other assets</td>
<td>836,956</td>
<td>962,579</td>
</tr>
<tr>
<td>Total assets</td>
<td>$31,356,100</td>
<td>$26,338,307</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Year Ended June 30</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liabilities and net assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities:</td>
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<tr>
<td>Accounts payable</td>
<td>$827,340</td>
<td>$964,269</td>
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<td>Accrued liabilities</td>
<td>1,984,463</td>
<td>1,331,426</td>
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<tr>
<td>Long-term liabilities</td>
<td>4,588,831</td>
<td>5,280,604</td>
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<tr>
<td>Total liabilities</td>
<td>7,404,634</td>
<td>7,576,299</td>
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<tr>
<td>Net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without donor</td>
<td>21,858,142</td>
<td>16,600,292</td>
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<tr>
<td>restrictions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>With donor</td>
<td>2,097,324</td>
<td>2,161,716</td>
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<tr>
<td>restrictions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total net assets</td>
<td>23,955,466</td>
<td>18,762,008</td>
</tr>
</tbody>
</table>

### Program Services Fiscal Year 2021

| National Program Production | 5% |
| Radio Broadcast             | 8% |
| Television Broadcast        | 39% |
| Local Program Production    | 38% |
| Engagement and Outreach     | 10% |

### Revenue Sources Fiscal Year 2021

| Individual Support | 40% |
| Other              | 9%  |
| Federal and State Government Grants | 15% |
| Corporation for Public Broadcasting Grants | 12% |
| Corporate and Foundation Support | 9%  |
| Program Productions | 11% |
| Investment Income   | 4%  |
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**Kresge Society ($1,000+)**

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Robert & Catherine Anthony  
David Assemany & Jeffery Zook  
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James & Tandi Bagin  
Robert Bagramian & Linda Bennett  
Elaine Baker  
Charles & Shelley Baker  
Lowell Baker  
Lee & Floy Barthel  
Donna Bartley  
Bradford & Lydia Bates  
William Beausoleil  
Frederick Beutler  
Richard & Susan Bingham  
Shelley Binkley  
Irene Birge  
William Birge  
Carter Bishop  
Mary Steffek Blaske & Thomas Blaske  
Paul Blizman  
Richard Bloom  
Antoinette Book  
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Vincent & Marilyn Brennan  
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Nelson Case  
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Cornelia Dugger  
Rachelle Dwaithy & Steven Morris  
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Alice Ellison  
Donald & Marjory Winkelman  
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Kloe Ferriman  
Sharon Finch  
Gerald & Julie Fisher  
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Dale & Bruce Frankel  
Stanley and Judith Frankel  
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Heather Grace  
Daniel Greenberg  
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Mary Hammer  
Nan Hatch  
Gregory Haynes & Richard Sonenkla  
Barbara Heath  
John & Margo Hebert  
Nancy Henk  
John & Vera Henke  
Peter Heydon  
Stanley Hirt  
Christine Holmes  
Richard Holmes  
Patricia & Steven Hooley  
Dr. Devon Hoover  
William Horner  
Ronald Horwitz  
Stephen Hoste  
Diane & Raymond Howard  
Alan & Kay Huberty  
Elizabeth Ingraham  
William Jackson  
JaNele Jordan & Jeffrey Learned  
Marjorie & Maxwell Jospey Foundation  
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Carole Keller  
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Dizhou Zhao

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Chris Felcyn
Legacy Society

Donald E. Benoit
Yetta Pomerantz
Loyal E. Ray

90.9 WRCJ Hosts:
Peter Whorf | Dave Wagner | John Penney
Linda Yohn | Maxine Michaels

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