



2011 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



Child tries a violin at DPTV's Kids Club Live

"They do a really nice job. The kids can cut, color, play, make crafts, run, jump, whatever!"
- Robin of Garden City, on Kids Club Live

At Detroit Public Television, we believe in putting our local community first by sharing the power of media to help others achieve their goals.



2011 marked Channel 56's 56th birthday. Today, Detroit Public Television offers three TV channels, radio on WRCJ 90.9 FM, and Web content.

But DPTV is so much more than media. We are committed to the issues that matter to our Southeast Michigan community in our five categories:

- **Children & Education**
- **Public Affairs Leadership**
- **Arts & Culture**
- **Energy & Environment**
- **Health**

We reach out in a variety of ways, from partnering with other organizations and hosting special events, to producing programs and Web content to address important local issues.

In 2011, Detroit Public Television provided these key local services:

- **Educational programs** and services for children, parents, and caregivers
- Local **public affairs coverage** of debates, candidates, and key events
- Programs that celebrate our area's great **artists and arts and culture** institutions
- Information that helps local audiences understand complex issues of **energy and the environment**
- Solutions that help our viewers learn about **local health resources**

Every week, Detroit Public Television serves 1.5 million people with its TV broadcasts, classical and jazz radio, Web content, and community engagement.

Detroit Public Television is working relentlessly to become:

- **More Local:** more focused on the people, issues, and strengths of our Southeast Michigan community, with a special focus on Detroit
- **More Relevant:** offering more solutions to the most critical issues facing our local community
- **More Aligned:** creating stronger partnerships with the area's key nonprofits and government agencies
- **More Diverse:** better aligned with our diverse local communities, especially the underserved



Detroit Public Television (DPTV) began broadcasting in 1955 as WTVS Channel 56, a non-commercial, educational television station. Viewer supported, non-profit, locally owned DPTV delivers the best programs from PBS and creates outstanding local programs and services. DPTV serves 1.5 million weekly viewers in Southeast Michigan through our three television channels.

But DPTV is more than television. Think of it as Detroit Public Media, collector of stories, a “town hall” for ideas, and a creative and independent media partner. We are committed to using the power of print media through our Signal Magazine, and online media through our www.MiVote.org civic engagement website and various other Web properties. DPTV also operates WRCJ 90.9 FM, Detroit’s classical and jazz radio station. All these platforms help DPTV advance its goal to enhance the quality of life in Southeast Michigan.

In recent years, Detroit Public Television has focused its work around a set of five (5) topics that are critical to our local community. DPTV is constantly working to advance its strategic thinking in these areas, to build new collaborations, and to roll out new programs that help our local community. The five areas are:

1. Kids and Education
2. Public Affairs Leadership
3. Arts and Culture
4. Energy and the Environment
5. Health

Here is a selection of our work in those categories, including our most important activities and achievements in fiscal 2011.

- Throughout 2011 DPTV continued its long-running “Ready to Learn” service, which involves outreach to families with distribution of free books, guided literacy activities, and parent education. This year, our Ready to Learn outreach initiative reached 3,600 parents and children and provided more than 3,000 new, free books to thousands of at-risk families in Southeast Michigan.
- Gubernatorial Debate: Detroit Public Television hosted the state of Michigan’s only gubernatorial debate for the 2010 election. With this event, DPTV adhered to its ethos of “C.O.P.E” – Create Once Publish Everywhere. As a result, DPTV offered the live unbranded footage of the event to any broadcaster that wanted it, for free. The net outcome was that this event was cleared by more broadcasters than any public affairs event in Michigan history.
- “When Children Grieve”: DPTV partnered with DMC Children’s Hospital and the maker of Sesame Street on an event for families and preschoolers coping with grief. The event included a presentation and distribution of Sesame Grief Kits. A local kindergarten teacher later thanked DPTV for helping students cope with the imminent death of a terminally ill classmate.
- “Home for the Holidays”: In fiscal 2011, DPTV aired a series of PSAs encouraging people to be alert for signs of medical changes in elderly loved-ones. This campaign was so successful, that the partner local service agency receiving calls from concerned viewers had to hire extra phone operators to handle the high call volumes.



- Community Conversations and “Citizens’ State of the State”: DPTV’s MiVote.org project collaborates with the Center for Michigan, an independent non-profit focused on community engagement and creating citizen understanding of public policy issues. When newly-elected Governor Rick Snyder gave his “State of the State” address, DPTV, MiVote, and the Center for Michigan responded with a “Citizen’s State of the State”, with citizens responding to the new governor’s initiatives. DPTV and the Center for Michigan followed that broadcast with a series of community conversations held across Michigan to discuss the Governor’s initiatives to “Reinvent Michigan”, reform state government, and change tax policies. Citizen voices were captured and posted on MiVote.org, and the project resulted in a written results report supplied to state lawmakers in May, 2011.
- Jewish Programming Initiative – “Flip Clips”: Award winning film-makers Sue Marx and Allyson Fink Rockwell, the Federation’s Alliance for Jewish Education, and DPTV joined forces on this latest project within DPTV’s Jewish Programming Initiative. Local Jewish teens learned documentary film-making and then made short films about their Jewish heritage. The content aired on DPTV and was shown at the Lenore Marwil Film Festival.
- “Sphinx Competition”: Every year DPTV showcases the talents of young African American and Latino classical string players. DPTV has produced and nationally presented the “Sphinx Finals Competition” from Orchestra Hall in Detroit for years.
- “Telling Our Story”: DPTV created this special about foster care and adoption in partnership with the Department of Health and Human Services. The special included a discussion of the Michigan Foster system, and interviews with people who have been parents and children within the foster system. The program encouraged viewers to consider becoming a foster parent or adoptive parent in Michigan.
- “Beyond the Light Switch, MiVote Edition”: This local special was created as a follow-up discussion to DPTV’s award-winning national documentary, “Beyond the Light Switch”. Moderated by *Scientific American* journalist and “Beyond the Light Switch” host David Biello, this roundtable debate brought together regional energy experts and key industry players in order to examine the pressing issues currently surrounding the way Michigan generates and consumes energy.
- “God in America”: In connection with the television broadcast of the national PBS series “God in America”, DPTV hosted an event at the station’s Wixom studios. Approximately 50 religious leaders from various faith backgrounds attended the event. They watched footage from the program and discussed the impact of religion on the city of Detroit.
- The PBS Kids Go! Writers Contest: hundreds of local children, from kindergarten to third grade, entered this long-running contest. They were given instructions to write an original story and illustrate it. A panel of judges chose winning entries for each grade, and winners were celebrated at DPTV’s summer children’s event Kids Club Live.



Broadcast made the Detroit Symphony Orchestra return concert available to all

Tickets sold out quickly to the “return concert” that followed the six month DSO strike. But DPTV and WRCJ aired the concert on TV and radio, allowing thousands more to virtually attend the event:

- Only 4,000 people were able to watch the concert live...
- But over 8,000 people watched it streaming online,
- An estimated 15,000 listened to it on WRCJ 90.9 FM,
- And 35,000 people watched it on DPTV.

It led DPTV to an ongoing series of live-streaming DSO concerts.



“I just want everyone at DPTV to know how excited I was to see the performance of the Detroit Symphony broadcast on Sunday evening. I had been very disappointed when I was unable to secure tickets to either performance that weekend. Thank you for the continued excellent programming at DPTV.” – Nancy Lee in Novi

Oakland County Commissioners issue a proclamation to honor “Freedom Riders”

Detroit Public TV hosted an event at the Charles H. Wright Museum of African American History to celebrate the 50th anniversary of the Freedom Riders, in conjunction with broadcast and screenings of a PBS special on the topic. DPTV hosted a panel discussion with a former Freedom Rider and a woman whose family hosted Freedom Riders. The auditorium, with over 300 seats, was entirely sold out.

The evening moved the Oakland County Board of Commissioners to issue a proclamation honoring DPTV. It states

“We thank Detroit Public Television for its commitment to educating and enlightening its audiences as we celebrate the 50th Anniversary of the Freedom Riders on May 4, 2011.”



Panelists at the Freedom Riders event

Community organizations request over 12,000 parenting tip DVDs from DPTV

Michigan’s Early Childhood Investment Corporation (ECIC) chose Detroit Public TV to work with the United Way for Southeastern Michigan to produce 42 one-minute video lessons for parents and caregivers, based on the proven HighScope curriculum.

The video lessons have been broadcast on PBS stations across Michigan, posted online, and distributed on DVD to organizations that serve children and families. DPTV budgeted for 5,000 DVDs. But to date, more than 12,000 DVDs have been requested by social service organizations, preschools, hospitals, faith groups, and others. The content is being used with teen mothers, victims of domestic abuse, expectant women, and many other groups.

Watch for new vignettes and programs in 2012!



Cover from one of the parenting tip DVDs

Broadcast of the 2011 Mackinac Policy Conference

Each year, the Detroit Regional Chamber hosts the Mackinac Policy Conference to focus on critical regional issues including government policy and economics.

In the past, attendees at this expensive island Conference were about 1,500 of the state's most influential business, non-profit, and political leaders. But this year, DPTV's MiVote program made it possible for every local citizen to attend the full Conference virtually, through gavel-to-gavel media coverage, in keeping with MiVote's mission to provide multi-platform *local* public affairs information to engage citizens in the political process.



MiVote Mackinac Anchor Christy McDonald conducting interviews

Reach in the Community:

DPTV aired 23 hours of live content on channel 56.2, including full sessions and interviews. The station also aired daily wrap-ups on channel 56.1, as well as special episodes of Am I Right and Under the Radar. The station shared video footage for free with numerous other media organizations from Detroit and beyond.

DPTV also Webcast the event on www.MiVote.org, and offered the free embeddable streaming video player to any organization that wanted to show the video.

Key Partnerships:

- The Detroit Regional Chamber, hosts of the Conference
- DPTV's MiVote strategic partner, the Center for Michigan
- Funders: The Masco Foundation, The Knight Foundation, PVS Chemicals, The Center for Michigan, University of Michigan Dearborn, and Huntington Bank
- Every major Detroit-area commercial media provider used some component of the coverage. So did organizations across the state, and at least three national media entities

Impact and Community Feedback:

- Over 60 organizations put the live video stream on their website, and nearly 90 have posted the on-demand video
- 42,000 unique computers tuned in to the live Webcast
- Average live video stream viewing time was about 10 minutes, and many users tuned in repeatedly
- MiVote Web traffic increased tenfold during the event
- Over 1,500 Twitter followers followed the event

DPTV opened the doors of this politically important but historically exclusive event. As a result, more people attended the Conference electronically through MiVote this year than have attended in person in all past years combined.

"The partnership with DPTV was essential in our move to position the 2011 Conference as a state-wide event. Through its MiVote.org project, DPTV's coverage of the Conference engaged more citizens than ever in meaningful discussions about Michigan's future, making DPTV an ideal partner for the Chamber's problem-solving platform."

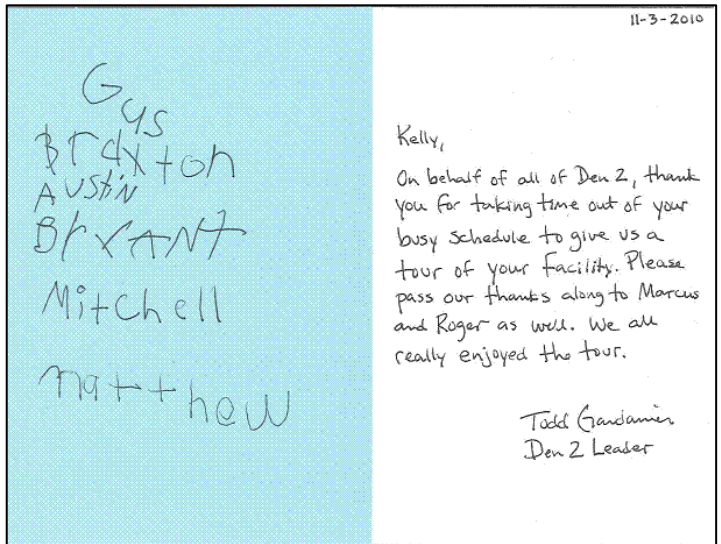
-- Detroit Regional Chamber President and CEO Sandy K. Baruah

"Thank you and thanks to Detroit Public Television for providing this service."

-- Linda in Clinton Township



"I want to thank you! We had a wonderful time . . . I talked to some of the nicest folks and walked out of the studio with a feeling of such reward!" – First time volunteer Toni from Utica



Detroit Public Television averages 1.5 million viewers a week from Southeast Michigan, as well as 1.2 million viewers across Canada. Approximately 175,000 people listen to WRCJ 90.9 FM.

There were 62,000 families who made voluntary donations to support the work of Detroit Public Television in fiscal 2011. 10,000 Listeners supported WRCJ.

A total of 2,280 volunteers provided more than 12,717 hours of service to Detroit Public Television.

Awards during fiscal 2011 included: the prestigious CINE Golden Eagle, four Michigan Association of Broadcasters Awards, and four Michigan EMMY awards.

Detroit Public TV staffer Kelly Johnson gave multiple tours to Boy Scout troops, who can get credit toward a merit badge by touring a television station



You can see it's been a busy year for Detroit Public Television. Well here's the really good news: we're making a difference.

We're serving our community as a trusted, neutral media partner. We're providing a megaphone and virtual town hall for concerned citizens, lifelong learners, explorers, artists, problem solvers, educators, parents, children, and viewers like you. In short, we're delivering on the promise of public media.

We do it proudly with your support. Thank you. — From everyone at Detroit Public TV and WRCJ