

**DETROIT EDUCATIONAL TELEVISION FOUNDATION**  
**DIVERSITY ANNUAL REPORT**  
**2020**  
**October 1, 2020-September 30, 2021**

Founded in 1953, 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 five broadcast channels – 56.1; 56.2 Detroit PBS Kids; 56.3 Create; 56.4 World; and 56.5 Michigan Learning Channel. 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 five broadcast channels, in addition, nearly 200,000 people listen to our radio station, 90.9 WRCJ for classical and jazz music. 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 websites, 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:** Detroit Performs will relaunch as a refreshed weekly series in October 2021. Throughout the year, DPTV rebroadcast past episodes of "Detroit Performs" and produced a weekly arts and culture episode of its series "One Detroit."

**Sphinx Finals Concert:** DPTV broadcast the annual competition concert showcasing black and Latino classical musicians as well as provided access to the virtual Sphinx Conference.

**PBS Books:** For the second year in a row, PBS Books produced and presented the Library of Congress' National Book Festival one hour documentary "Open A Book, Open the World" on PBS stations nationwide. The broadcast was complimented by a series of 10 virtual events hosted on Facebook by PBS Books in partnership with 10 local PBS member stations.

**Live Streaming Services:** DPTV regularly provides streaming services to connect events and conversations with larger audiences. FY2021 included coverage of events such as Concert of Colors, AFP National Philanthropy Day, COVID 313, PBS Books Author Talks, and more.

**Public Screenings:** Public screenings continued in a virtual format throughout FY21. DPTV hosted numerous events via livestream and Facebook live that included the screening of program content followed by discussion and questions including: Transforming the Culture of Education: Improving Teacher Working Conditions; monthly episodes of Great Lakes Now; and more.

## **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*

**Live with C Sharp:** Cecelia Sharp's monthly music and interview show showcases local professional and student musicians, plus conversations with education and community leaders on topics of Detroit history, social justice and DEI arts initiatives in our region.

**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](http://detroitperforms.org).

**Detroit Public TV Partnership:** WRCJ radio hosts provide original interview programming for DPTV's One Detroit, promoting a wide array of local area music and cultural events. WRCJ also regularly promotes DPTV/PBS arts, history and community issues shows such as One Detroit, American Black Journal, Under the Radar Michigan, Nova, Frontline, American Masters and Great Performances

**DSO Live Broadcast:** This series returns to WRCJ in Fall, 2021, providing access to Detroit Symphony Orchestra (DSO) concerts live from Orchestra Hall in the 2021-22 season.

**Statewide Distribution of Live Concerts:** WRCJ's broadcasts of live concerts by the Detroit Symphony Orchestra will air statewide in Fall 2021, 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

### **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 nearly always in the top 10 nationally 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 212,000 users view the channel's content online, either live or on-demand.

**The Michigan Learning Channel:** The Michigan Learning Channel delivers instructional content for PreK to 12<sup>th</sup> grade students across Michigan on a dedicated 24/7 channel airing on all six Michigan-based public television stations in order to provide supplemental educational content for students and families who lack reliable internet access. The content is aligned to Michigan's educational standards and is delivered by master teachers. The channel is available to nearly every home in Michigan and is currently viewed by approximately 100,000 people a week in over-the-air free broadcast, as well as across streaming platforms and select mobile apps.

**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, targeting challenged neighborhoods in the city of Detroit and across Southeast Michigan.

**Workshop for Well-Being:** Inspired by family challenges during the COVID-19 pandemic, the Workshop for Well-Being helps caregivers support families with information on self-care, family nutrition, movement, and mental health strategies.

**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 and families from low-income, underserved communities with functional literacy and developing skills important in the workplace.

**PBS Edcamp:** Pre-school educator development days focused on issues teachers are looking to solve by calling on each other's experience and expertise. 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:** Understand your neighbor. Understand your community. Understand Detroit. One Detroit bridges communities of all types through trusted storytelling and engagement. Committed to a mission of promoting regional unity, One Detroit tells the stories that commercial media cannot tell giving context to the complex and urgent issues that affect all of metro Detroit. Nowhere is this better exemplified than the series of convenings we held with our AAPI Board of Advisors and the storytelling that came from those meetings. We also were able to contribute virtual tours of houses of worship as part of the Religious Diversity Journeys. This included separate video tours of a Sikh gurdwara, two Muslim mosques, a Jewish synagogue, and a Catholic church. Beginning in 2020, One Detroit added a second weekly episode focusing on Arts & Culture making us one of the very few media organizations that cover the arts on a consistent basis.

**American Black Journal:** A weekly series of news, culture, and information from an African American perspective. ABJ's partnership with BridgeDetroit continues to grow and thrive through our year-long initiative focusing on the Black Church in Detroit. Thanks to the Detroit Journalism Engagement Fund grant, ABJ is also working with Covid313 Community Coalition to bring community journalists of color to provide vital information health, education, and more to our audience.

**Mackinac Policy Conference-** The Mackinac Policy Conference returned to the Grand Hotel in September 2021 and DPTV provided livestreaming of all sessions and hosted interviews at our anchor desk focusing on education, future of work, creating a healthy Michigan, and more.

### **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, as well as 800 Canadian cable providers. 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 **33** members. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

The board is now comprised of **45%** females and **55%** males. Of all members who chose to self-identify their ethnicity, the Board is **3%** Hispanic Latino, **3%** 2 or more races, **9%** Middle Eastern/North African, **27%** African American, and **58%** White American. Our intent is to make the Board more diverse taking into consideration a number of factors, of which race and ethnicity, are just two.

DETF’s volunteer Community Advisory Panel is comprised of 18 individuals, **56%** are female and **44%** are male. Of all members who chose to self –identify, **61%** are African American, **33%** are White American and **6%** are Middle Eastern/North African.

### **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](http://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. Due to COVID-19 and our remote work challenges, our internships were reduced during the reporting period. Seven students completed internships in the Production, Human Resources, Great Lakes Now and WRCJ departments. Participants in the internship program were 57% white and 28.5% African American, 14.5% Asian. Of this total, 29% were male and 71% 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. Twenty (20) positions were filled during the reporting period and distributed as follows: 35% Caucasian Male; 55% Caucasian female; 10% African American Male,

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.