

DETROIT EDUCATIONAL TELEVISION FOUNDATION
DIVERSITY ANNUAL REPORT
2016

October 1, 2015-September 30, 2016

Founded in 1955, Detroit Educational Television Foundation (DETF), d/b/a Detroit Public Television, WTVS and WRCJ FM90.9, is a non-commercial, viewer-supported public television station licensed to the Detroit Educational Television Foundation. We operate three broadcast channels – 56.1, 56.2 World, 56.3 Create and WRCJ FM 90.9 radio station.

Detroit Educational Television Foundation's mission is to share the power of media to provide knowledge and understanding by: Providing outstanding programming; Educating and preparing children, families and adults for productive and satisfying futures; Enriching viewers' lives through history, the arts and science; Offering vital information about the environment, health and welfare of our community; and Helping community institutions achieve their goals.

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. The following list of achievements and activities outlines 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.

Community Outreach:

- *Be School Smart/Be Summer Smart* – DETF sends a bi-weekly e-newsletter to parents & teachers with online learning resources from PBS. Materials are also distributed at community events and, during the summer months, the campaign promotes Detroit-area organizations that offer learning opportunities.
- *Pre-School U* – DETF recently updated its paperback book and short videos to provide parents and caregivers with simple ways to promote early learning in children under the age of five.
- *Digital Adventure* – Partnering with many local cultural organizations, this is a program for young people to document learning “outside the classroom” by collecting electronic “badges.” Also promoted at many station events
- *Community Screenings* – DETF held many public events to preview PBS programs and promote discussion of important issues. Topics included: Bi-Polar disorder; pre-school education, veterans and Great Lakes issues
- *American Graduate Day* – a multi-hour broadcast special to celebrate high school graduates and community organizations helping students achieve success.
- *Ready to Learn* - DETF is working with local educators to use technology to advance learning, especially in building early math skills.
- *My STEM Heroes* – DETF partnered with Michigan Science Center for a public event celebrating young people in Science, Technology, Engineering and Math.
- *DPTV Kids Club* – Throughout the year, DETF produces affordable, family-friendly events that are attended by a wide cross-section of children in Southeast Michigan.
- *WRCJ 90.9 FM* – Community engagement activities included a classical brunch concert series; live broadcast and booth at Detroit Jazz Festival; instrument “petting zoos” for children, and media sponsors of several Detroit-area concert series.

Local Program Productions: DETF partners with many local organizations to produce diverse programming in five content areas – arts & culture, kids and education, energy and environment, health & safety, and leadership – and connects that content to audiences locally and worldwide. Efforts this year included:

- **Children and Education** –*American Graduate* to keep kids in high school; *Youth Voices*, a special about young people making a difference in their communities; *My STEM Story*, featuring Detroiters in dynamic Science, Technology, Engineering and Math careers. DETF also broadcasts 10 hours each weekday of educational, trusted, PBS KIDS programs.
- **Health and Wellness** –*Ride the Tiger* - a one-hour documentary reporting on the latest science in controlling bi-polar disorder which aired nationally; *The Pain Antidote* – exploring the world of holistic and natural pain treatments; and *A World Without Cancer*, which offered lifestyle tips to reduce the risk of cancer.
- **Public Affairs and Leadership** – *American Black Journal* is the longest running locally produced TV series in America; *MiWeek* reviews and analyzes current events; DETF annually produces live multi-day coverage of Michigan's Mackinac Policy Conference and makes it freely available; *When I'm 65* – advice for boomers facing retirement; *Veterans Coming Home* -- DETF has produced a series of short videos and online resources for military veterans. DETF also recently launched a "One Detroit" bureau to tell Detroit's story in cooperation with other media outlets.
- **Energy and Environment** – *Great Lakes Coverage* – DETF established a journalism bureau to report year-round on Great Lakes issues and continued its annual broadcast and online coverage of important water conferences. *Beyond the Tap: Infrastructure* – a documentary examining what's being done to prevent crisis in our public water systems; *Learning in the Wild* – a 30-minute special on a Michigan wilderness camp for children; *Fighting the Bat Plague* – looked at the disease threatening Michigan's bat population.
- **Arts and Culture** – *Detroit Performs* is a website and TV series which has promoted hundreds of Detroit area artists and organizations. *Detroit Performs LIVE* – a live broadcast and event to showcase Detroit performers and artists; For the Sphinx Organization, which promotes increasing minorities in classical music, DETF produced live streaming coverage of their SphinxCon conference and a one-hour special for *The Sphinx Finals Concert*. DETF also produced *New Year's Eve with the Detroit Symphony*, a live event seen online in all 50 states; *Book View Now* – live online coverage of book conferences in Miami, New York, Los Angeles, and Washintgon, DC; *Detroit Remember When* – a new special this year remembered radio legend J.P. McCarthy; *Hafiah! Arab Fusion Fest* – a concert by Michigan Philharmonic with the Arab American Orchestra; *Il Volo: Live from Pompeii* – Italian tenors filmed on location in Italy for broadcast on PBS. DETF also provide web streaming services for concerts at The Carr Center, an African American cultural organization in Detroit. WRCJ-FM broadcasts concerts by the Detroit Symphony's youth ensembles and many community orchestras.

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. DETF has made a deliberate effort to increase diversity on its board.

In this year, DETF recruited six new board members, four of whom are female. Five of whom are African-American. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

Detroit Educational Television Foundation's Board of Trustees is now comprised of 38% females and 62% males. Of all members, the Board is now 24% African 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 increased its membership this year from 37 to 44 members: 43% African American female; 2% female of two or more races; 9% African American male; 18% white male; 27% white female.

Workforce

Employee Development:

DETF completed the third cycle of a new Performance Management System this year that is designed to: (a) establish and maintain a performance-driven corporate culture; (b) encourage individuals to achieve the

goals they help establish; (c) provide developmental opportunities for all employees; and (d) recognize achievements of individuals and encourage continuous, open communication between manager and employee. We increased our requirement for each employee to achieve a minimum of 40 hours to 50 hours of training or development to learn or improve skills or competencies. The Performance Management System, competencies, and training mechanisms were reviewed by the Executive Management Team and Human Resources to ensure favorable standards for diverse employees.

Advancement of Women:

Two female employees were promoted to higher level positions based on their strong performance. One was promoted to Manager and the other to Sr. Vice President.

DETF's Vice President of Human Resources served as a member of the Michigan Diversity Council Board of Directors as a benefit of an in-kind partnership. Ten female employees attended the Michigan Diversity Council's Women's Symposium focused on women in leadership.

Recruitment:

DETF continued its Production Internship Program to the community, which is described with information and application details on our website, www.DPTV.org. The Production Internship Program affords candidates realistic professional experiences in all phases of pre-production, production and post-production activities. Internships require a minimum of 20 hours per week for 16 weeks. During the reporting period, 14 students completed internships in the areas of Production and Communications. Participants in the internship program were 14% white males, 36% white females, 36% African American females; and 14% African American males.

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. 21 positions were filled during the reporting period distributed as follows: 33% Caucasian female; 43% Caucasian Male; 19% African American female; 5% Asian female.

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.