

DETROIT EDUCATIONAL TELEVISION FOUNDATION  
DIVERSITY ANNUAL REPORT  
2017

October 1, 2016-September 30, 2017

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 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. 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.

#### 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.
- *Detroit PBS Teacher Summit* – DETF offered a free Summit to 85 Teachers from Southeast Michigan for ED Camp, professional development and networking.
- *Pre-School U* – DETF continually updates content and short videos to provide parents and caregivers with simple ways to promote early learning and school readiness.
- *Digital Adventure* – Partnering with more than 45 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: Retirement planning; 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, parents and children to provide free resources to build school readiness for life skills.
- *DPTV Kids Club* – Throughout the year, DETF produced affordable, family-friendly events that were 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 – children and education, health and wellness, public affairs and leadership, energy and environment and arts & culture – and connects that content to audiences locally and worldwide. Efforts this year included:

- **Children and Education** –DETF and Michigan State University joined together to begin broadcasting Detroit PBS Kids, a 24/7 channel dedicated to educational and trusted PBS KIDS programming. The partnership with MSU will focus on engaging and strengthening early learning experiences for children ages 2-8 at home, in preschool and in other out-of-school settings. DPTV Kids Club Live is a two day event featuring a live Barney concert, activities, and educational opportunities for more than 3,000 community residents; DETF also produced a virtual field trip at the Detroit Institute of Arts that was live streamed to 370 teachers and over 12,000 students.
- **Health and Wellness** –*The Whole Heart Solution with Dr. Joel Kahn* – how to create a whole body solution for a long and healthy life; *How Not To Die* – explores 10 common causes of premature death and how you can better your chances of avoiding and surviving them with a plant based diet; *Death is Not the Answer* – a documentary exploring the complex, often misunderstood world of depression and suicide; *Vital Signs* – takes a first person look at health issues in Southeast Michigan; 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 and live streams the Detroit Policy Conference which focuses on covering issues and topics related to Detroit, it’s businesses and residents; *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; *Pathways to Prison*- an hour long documentary on mass incarceration; DETF ‘s One Detroit bureau lead 5 ABJ Roadshows engaging the community in discussions surrounding topics that include immigration, education, mentorship, neighborhood revitalization and racial inequality. *This Old House Roadshow* explored the obstacles to home ownership. One Detroit bureau also works in collaboration with the Detroit Journalism Cooperative (DJC) producing various videos surrounding racial inequality, environmental justice, and education.
- **Energy and Environment** – *GreatLakesNow.org* – DETF established a journalism bureau and website to report year-round on Great Lakes issues and continued its annual broadcast and online coverage of important water conferences. Great Lakes Bureau has been awarded by The Sierra Club for a piece about air pollution in Southwest Detroit. *Beyond the Tap* - series of half hour documentaries coving water issues like Line 5 pipeline, water withdrawal and Native American River reconstruction; *Beyond the Light Switch* – a documentary allowing viewers an enlightening journey of discovery into the future of electricity; *Blue Economy* – 10 part series looking at water issues and the positive impact it has on the economy. *The Ethanol Effect* – an hour long special investigating the human, environmental and political costs of growing and refining corn for ethanol in America.
- **Arts and Culture** – *The Vietnam War* – a 18 hour documentary by Ken Burns tells the epic story of one of the most consequential, divisive and controversial events in American history. *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 Sphinx 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; *Celtic Roots Live with Nathan Carter* – a concert recorded in Dublin, Ireland; *Book View Now* – live online coverage of book conferences in Washington, DC, Miami, and Los Angeles; *Arab American Stories* – a Emmy Award winning 13 part series that explores the diversity of the Arab-American experience. DETF also provides 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.

With the recruitment of three new board members, Detroit Educational Television Foundation’s Board of Trustees grew from 38 members in 2016 to 41 members in 2017. Two of the new Board members are white

males and one is a Hispanic/Latino male. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

The board is now comprised of 39% females and 61% males. Of all members who chose to self-identify their ethnicity, the Board is 2% European American, 2% Hispanic Latino, 2% 2 or more races, 5% Middle Eastern/North African, 15% African American, and 56% 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 37 individuals, 76% are female and 24% are male. Of all members who chose to self-identify 5% are Hispanic/Latino, 14% are Arab American, 38% are African American and 41% are White American.

### Workforce

#### Employee Development:

DETF completed the second year of a new Performance Management System 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 have moved to a quarterly review process to continually adjust and update individual and organizational needs and goals.

DETF partnered with the Michigan Diversity Council to provide information and training on various topics including Women in Leadership, Generational Differences, and Unconscious & Implicit Biases. These conferences were attended by 25 DETF employees.

#### Recruitment:

DETF continued 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. During the reporting period, 17 students completed internships in the areas of Production, Graphic Design, Communications and Special Events. Participants in the internship program were 24% white males, 46% white females, 24% African American females; and 6% 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. 15 positions were filled during the reporting period distributed as follows: 33% Caucasian female; 40% Caucasian Male; 13% African American female; 7% African American Male and 7% 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.