

DETROIT EDUCATIONAL TELEVISION FOUNDATION
DIVERSITY ANNUAL REPORT
2018

October 1, 2017-September 30, 2018

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.

Art/Culture

- **Detroit Performs**: A weekly TV series and website to encourage participation in the arts in greater Detroit.
- **Detroit Performs Live**: From Downtown Detroit in November 2017, the 3rd annual live TV show and webcast featured Detroit performers and artists in concert.
- **Sphinx Finals Concert**: DPTV broadcast the 21th [annual competition concert](#) showcasing black and Latino classical musicians.
- **Detroit Designs the World**: With the support of the National Endowment for the Arts, DPTV produced a new half hour documentary on our city’s master architects, their key role in the development of modern design, and the iconic landmarks that are their legacy.
- **New Year’s Eve Live With The Detroit Symphony Orchestra**: The third annual live broadcast and webcast showcased the DSO and Detroit to the world, featuring the music of Michael Jackson.
- **PBS Books**: Previously known as Book View Now, DPTV continued its live web stream coverage from book conferences in Miami and Washington, D.C., with content on [bookviewnow.org](#).
- **The Great American Read**: Detroit Public Television is engaging this [new national series](#) from PBS which will launch a national conversation about what we love to read and why, culminating in the first-ever national vote to choose “America’s Best-Loved Book.”
- **360° Interactive Experiences**: For three consecutive days in December, Detroit Public Television took inquisitive young minds on a Digital Adventure 360 degree interactive experience of three exciting metro-Detroit locations: the Polk Penguin Conservation Center at the Detroit Zoo, the raptor habitat at the Leslie Science & Nature Center in Ann Arbor and the bat habitat at the Organization for Bat Conservation in Pontiac.

- **Live Streaming Services:** DPTV regularly provides production services to connect events with larger audiences. FY2018 included coverage of events such as the “Housing America’s Families Forum”, [“The Future of Information”](#) series, [“Represent: Forging a New Future For Journalism and Media Diversity”](#), the 2017 [Miami Book Fair](#), and the University of Michigan’s M-Prize Competition.
- **Public Screenings:** DPTV held free public screenings and panel discussions for “The Vietnam War”, “Ralph”, “Tell Them We Are Rising”, “Detroit Designs the World”, and other programs.

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-11a “The Morning Show” with *Dave Wagner*
 - 11a-4p “The Well-Tempered Wireless” with *Chris Felcyn*
 - 4p-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*
- **Detroit Public Schools Radio:** DPS Radio is produced by students from the Detroit School of Arts, airs at 7:00pm on Wednesday nights and every other Sunday. The program utilizes the station’s airwaves as platform for students of color to express their creativity and make their voices heard—their programs cover a variety of important topics such as relationships, suicide, race, identity, success, and more.
- **DSO Live Broadcast.** This Series provided access to twelve Detroit Symphony Orchestra (DSO) concerts live from Orchestra Hall in the 2017-2018 season.
- **Statewide Distribution of Live Concerts.** Beginning in April, WRCJ’s broadcasts of live concerts by the Detroit Symphony Orchestra were aired statewide, beginning first with WKAR East Lansing, and later expanded to include the Interlochen network of stations and WMUK Kalamazoo.
- **Other Live and Recorded Concerts.** In May, WRCJ closed out its season of live Michigan Opera Theatre broadcasts with “The Summer King”.
- **Promotion of Local Concerts and Events.** WRCJ-FM provides airtime and interviews to promote local arts organizations and artists. The station also maintains an online calendar of events and further promotes the arts community through the website, [detroitperforms.org](#). Encouraging people to see music performed live is a key mission of the Station.

KIDS

- **[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 now the nation's #1 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 500,000 viewers, many of whom are parents who co-view programs with their children.
- **[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.
- **[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 from low-income, underserved communities.
- **[PBS EdCamp](#)**: Pre-school educator development days focused on issues teachers are looking to solve. 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.
- **[Digital Adventure](#)**: Digital Adventure badging is the initial tool for Connected Learning, an out-of-classroom, activity-based, community network approach to learning, which encourages families and students to explore local museums, cultural sites, and nature centers to extend their learning.

Leadership/Public Affairs

- **One Detroit**: One Detroit is Detroit Public TV's (DPTV) commitment to bringing the people of this region, not only the best in national programming, but the very best in local content as well. Whether it is public affairs, arts and culture or the environment, One Detroit provides the kind of in-depth, unbiased and trusted coverage that has made PBS and its member stations the most trusted national institutions 15 years running.
- **American Black Journal**: A weekly series of news and information from an African American perspective. Specials this year included one-hour "roadshow" events at community locations with live audiences.
- **Mackinac Policy Conference**- Live Gavel-To-Gavel Webcast Coverage Of Three-Day Conference.
- **21 Days To Exile**- Throughout FY2018, Detroit Public Television Has Amplified The Story Of Maria Juarez, Who Was Brought Into The United States As A Baby Through A Multi-Media Initiative That Has Included Radio, Video, And Print Storytelling.

Energy/Environment

- **Great Lakes Bureau**- DPTV continued its year-round reporting on great lakes issues with multiplatform environmental content.
- **Beneath the Surface**- The line 5 pipeline in the great lakes. This half hour documentary examines the controversy surrounding the line 5 pipeline built by Enbridge Inc., a pipeline that was constructed and placed on the lakebed between Michigan's lower and upper peninsulas more than a half century ago.

- **Tapping the Great Lakes-** Detroit public television's great lakes bureau produced a half hour special that takes a deep dive into several methods of water withdrawal and their impact on the great lakes.

Seven Generation River- DPTV's Great Lakes Bureau explores the work of the Pokagon Band of the Potawatomi Indians in Southwest Michigan as they fight to protect their ancestral lands and water resources – not just for today, but for generations to come.

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 41 members in 2017 to 44 members in 2018. DETF will continue to explore new opportunities for achieving and promoting diversity within the Board.

The board is now comprised of 43% females and 57% males. Of all members who chose to self-identify their ethnicity, the Board is 2.3% European American, 2.3% Hispanic Latino, 2.3% 2 or more races, 4.5% Middle Eastern/North African, 18.1% African American, and 70.5% 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 25 individuals, 75% are female and 25% are male. Of all members who chose to self-identify, 38% are African American, 41% are White American and 21% are other.

Workforce

Employee Development:

DETF partnered with the Michigan Diversity Council to provide information and training on various topics.

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. 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, 12 students completed internships in the areas of Production, Graphic Design, Communications and Special Events. Participants in the internship program were 66% white and 34% African American, 42% were male and 58% 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. 24 positions were filled during the reporting period distributed as follows: 33.3% Caucasian female; 29.2% Caucasian Male; 20.83% African American female; 8.3% African American Male and 4.2% Hispanic female, and 4.2% 2 or more races.

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.