At WTVS Detroit Public TV, we believe in understanding local issues, collaborating with others and creating content and resources that lead to positive outcomes in our community.

**LOCAL VALUE**

WTVS Detroit Public TV is committed to telling Detroit’s story and sharing public media to help people discover new ideas, make informed decisions and live enriched lives.

Detroit Public TV is creating multi-media content in four areas:
- **Children & Education** (with emphasis on Pre-K)
- **Arts & Culture**
- **Energy & Environment**
- **Leadership & Public Affairs**

DPTV is bringing people together to address critical local issues.

**2018 KEY SERVICES**

In 2018, Detroit Public TV provided these vital local services:

- **Educational Resources** for parents & teachers to help prepare young children for school and extend learning beyond the classroom.

- **Extensive multi-platform reporting and analysis** of Detroit and Great Lakes issues in partnership with our local community.

- **Arts and Cultural programming** on multiple platforms including live concerts, weekly TV series, social media engagement and event promotion.

**LOCAL IMPACT**

DPTV’s local services have a deep impact in Southeast Michigan.

- **More than 90 teachers** attended our PBS KIDS “Edcamp” to share peer-to-peer best practices for early childhood learning.

- **Community organizations** benefit from DPTV’s town-hall meetings and live streaming of events to help them reach greater audiences.

- **Viewers** rely on DPTV for programs that educate, entertain and inspire and welcome the conversation via social media.
To Our Community

Detroit Public TV is the only community-owned and licensed PBS station in Michigan; it is completely independent of any educational, government or other institution.

It belongs to our community in all its wonderful diversity, and all of us in the DPTV family – our viewers, supporters, board and employees– take the trust you place in us seriously in everything we do.

Now, more than two million people each week watch our four broadcast channels; nearly 200,000 people listen to our radio station, WRCJ 90.9 FM, for classical days and jazzy nights. And of course, our digital presence is also growing rapidly – more than half a million unique visitors connect with us on our website, YouTube channels and social media platforms each month, and we’re connecting with tens of thousands in the community each year.

As a media organization, we are proud of our fine arts programming, environmental coverage, local journalism and the very best in educational content.

Of even greater importance, however, is the impact we have in our community, the connections we have made throughout the city and the region, the authentic stories we tell, the platform we give to voices that are rarely heard in traditional media.

We’re proud to share stories about the lives we have touched in the community – the 14-year-old musical prodigy who learned to love music by listening to your radio station or the Detroit pastor whose congregation received invaluable support after being featured on your public television station. Please remember that you would only meet these inspiring people on Detroit Public TV and WRCJ.

These are stories you will long remember. They are how DPTV makes a difference.

We truly believe that Detroit is the most important city in America.

We are Detroit’s public television station – and yours.

In FY 2018, your support helped make possible:

One Detroit / American Black Journal Roadshows – a series of “town-hall” style broadcasts which fostered discussion of community issues such as education, immigration, housing, social justice and much more.

One Detroit Weekly Series
Each week, Christy McDonald, Stephen Henderson and Nolan Finley go “on location” in greater Detroit to present a lively review of the week’s events with thoughtful guests.
American Black Journal
Stephen Henderson brings his keen observations of Detroit to every interview he conducts as host of one of America’s longest running locally produced programs from an African American perspective. Now celebrating its 50th year on-the-air.

Detroit Performs
Each week, this DPTV series introduces viewers to creative folks in greater Detroit who are collaborating in new ways to make art and, in turn, inspire people to participate in the arts. The companion website, detroitperforms.org, celebrates arts and culture in metro Detroit.

Great Lakes Now
From invasive species, to chemical pollution, to federal regulation, DPTV is the leading provider of daily reportage on issues affecting the Great Lakes.

PBS Books
The DPTV-created Book View Now partnership of providing live online coverage of major book festivals has evolved into PBS Books and a national PBS initiative – still led by DPTV.

Mackinac Policy Conference
Since 2011, DPTV has taken viewers inside this annual gathering of Michigan decision-makers. This year, more than (number) people watched our coverage, with (number) more engaged via social media.

The Sphinx Organization
DPTV broadcast and streamed the 21st annual Sphinx Finals Concert showcasing young Black and Latino classical string players in concert, and provided online support for SphinxConnect.

Beneath the Surface: The Line 5 Pipeline in the Great Lakes
In this 30-minute doc, DPTV’s Great Lakes team examined the controversial issues regarding the 50-year-old oil pipeline at the bottom of the Straits of Mackinac.

Tapping the Great Lakes
This half-hour documentary takes a deep dive into several methods of water withdrawal and their impact on the Great Lakes.

Seven Generation River
See how Michigan’s Pokagon Band of Potawatomi Indians are working to restore their traditional arts, while using new methods to protect and preserve.

Toxic Town
Our Great Lakes Now takes viewers to the most polluted zip code in Michigan.

How Not to Die
This DPTV special explores the top 10 common causes of premature death and how you can better your chances of avoiding and surviving them with a plant based diet.

WRCJ 90.9 FM
Detroit’s only classical and jazz public radio station is managed by DPTV and regularly broadcasts concerts by community orchestras and promotes area concerts and events. WRCJ also encourages music and arts education.
One Detroit / American Black Journal Roadshows

In FY 2018, DPTV’s One Detroit / American Black Journal journalism team produced a series of on-location broadcast events that served as “town hall” community conversations on topics of local concern, such as mentorship, education, immigration, social justice and much more. Often, the conversations went well into the evening and beyond.

Showing How Detroit Performs

We believe “shared experiences in the arts” is essential for our region’s growth. The Detroit Performs TV series and website encourage people of all ages and abilities to participate in the arts. Our radio broadcasts and live webcasts show a positive image of Detroit to the world. This year, WRCJ-FM’s broadcast of the Detroit Symphony begin airing throughout Michigan. DPTV also acquires independent films that celebrate the arts and culture of Detroit. These local programs are part of more than 600 hours of free arts and culture programming on DPTV each year.

Sharing Information and Insight

DPTV provides free access to all to the Mackinac Policy Conference by offering the live-streamed content to all media outlets. For the eighth year DPTV partnered with Detroit Regional Chamber to ensure all Michiganders have access to the important events on the Island. The live-stream and video on-demand was viewed 30,000 times in 2018. More than 50 times more viewers watch DPTV’s coverage than those who attend the conference on Mackinac Island.
Detroit Public TV was proud to host the first-ever PBS KIDS Edcamp, welcoming more than 90 educators from both preschool and early elementary programs. At Edcamp teachers choose the topics they want to talk about, receiving help from their peers around such common issues as classroom management, building partnerships with parents and strategies for classroom management.

Beneath the Surface: Line 5 in the Great Lakes

DPTV’s Great Lakes Now explored the controversy surrounding the 50-year-old oil pipeline that lies at the bottom of the Straits of Mackinac. The 30-minute doc explored all sides of the issue including potential dangers and remedies.

Toxic Town: Environmental Injustice

In the far southwest corner of Detroit, a predominately elderly African-American population lives in the most polluted zip code in the state. “Toxic Town” tells this little-known story of environmental injustice and three women who have battled for the health of their community for two decades. A Sierra Club award-winner, the video has been shown in schools and conferences and has helped galvanize the community, launching the Eden Park project, a proposed green space that would remediate the damage of years of pollution and neglect.

“It was a phenomenal piece in terms of bringing recognition and awareness to the issue. ...It was a very impactful piece. We’ve shown it at a fundraising concert, and the people who saw it in the community were amazed by what was presented in that video.”

– Reverend Alex Hill of New Mount Hermon Church on the reaction to a DPTV report on environmental issues in Southwest Detroit
One Detroit’s New Approach to News

To shape its ongoing coverage, “One Detroit,” in partnership with Community Development Advocates of Detroit, has conducted a series of conversations to understand the challenges and opportunities facing various city neighborhoods.

In March DPTV launched Tale of Two Cities: The Other Detroit, which highlighted portions of the discussion. The goal: learn more about neighborhood problems and develop community-based solutions. Islandview, along with the Fitzgerald and Delray neighborhoods, will be the featured communities in the series.

One such session led to a story about young black men at Islandview’s Church of the Messiah, who spoke candidly about their daily struggles with violence, poverty and housing insecurity. The segment motivated viewers to pitch in on various church efforts, including a drive to increase internet access for local residents.

“It was an extremely moving episode and we knew immediately that somehow we wanted to get involved with the church. It was a young man on there by the name of Dwight who was discussing some of the issues he was having just being a black young male….being a little older but understanding what some of those issues may be, that really hit home for me.”

Corey Whitlock, who moved his security company to Detroit after a “One Detroit” segment

60K Views of digital content related to neighborhoods in Detroit

#1 America’s most diverse public television audience
Every day, our mission begins in Detroit and continues beyond to connect to our 2 million weekly viewers and 1.2 million online visitors with inspiring stories from the Motor City and around the world.

You, our viewers, comprise America’s most diverse public television audience. We envision a community in which people trust public media to help them discover new ideas, make informed decisions, and enjoy enriched lives. DPTV provides open access to trusted, balanced and inspiring content and fosters essential, enriching conversations, in partnership with our diverse multi-cultural community.

And we’re pursuing our vision in partnership with more than 70,000 individual donors and hundreds of community organizations. We welcome your ideas, suggestions and support. Learn more at dptv.org.

From Hart Plaza to Mackinac Island; from the Great Lakes to Great Performances; from Antiques Roadshow to your living room, Detroit Public TV is sharing the power of public media to tell Detroit’s stories and help others explore the world.

“Local public media organizations are so special and so essential to our democracy because they exist to serve the unique needs of their local community. Detroit Public Television is leading the way in how public media organizations engage with their community and spark important conversations about the issues that matter most.”

-Paula Kerger
President and CEO
PBS