

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

WDET is a media company, committed to inform and entertain our audiences with web-based, online, social media, long-form talk programs, newscasts, enterprise reporting efforts, and cultural and music programs. WDET's goal is to be the voice of communities in Southeast Michigan. WDET shares diverse voices and perspectives on a host of platforms. Our strategies include fact-based accurate reporting; Solution-oriented, long-form conversations with a diversity of voices; All our content regards issues and entertainment important to our communities: the City of Detroit, the region, the state, with an eye on the nation and the world with a goal of promoting greater awareness and understanding among all parties. We work with other non-profit media organizations to create synergy to inform the public. Our cultural and music programming focuses on locally produced genres and styles and hand-picked musical selections curated by our respected music hosts. WDET features weekly live in-studio performances by local artists from Opera to AAA; From jazz to electronica, from R&B to Global Music.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

WDET is committed to partnering with other organizations throughout Southeast Michigan to create multi-media initiatives that move the region forward:

DJC: Next Chapter Detroit: To focus on community life and the city's future after bankruptcy, five nonprofit media outlets have formed **The Detroit Journalism Cooperative (DJC)**. **The Center for Michigan's Bridge Magazine** is the convening partner for the group, which includes **Detroit Public Television (DPTV)**, **Michigan Radio**, **WDET** and **New Michigan Media**, a partnership of ethnic and minority newspapers. Funded by the John S. and James L. Knight Foundation, Renaissance Journalism's Michigan Reporting Initiative and the Ford Foundation, the DJC partners are reporting about and creating community engagement opportunities relevant to the city's bankruptcy, recovery and restructuring.

WDET created and staffed **NextChapterDetroit.com(NCD)**, a place to explore and understand the city's bankruptcy, its impact on people and neighborhoods and its long-term implications. Powered by coverage and conversations from the media outlets of the Detroit Journalism Cooperative. Next Chapter Detroit provides fact-based reporting from trusted sources and opportunities for citizen engagement.

The NCD site served as both the primary source for blogger Sandra Svoboda's reporting on the bankruptcy process and an aggregator of all partner content that was natively published on other platforms. All partner stories, reports and engagement opportunities were readily available in one central location that serves as both a real-time resource for the latest bankruptcy-related news and information and an archive for later reference.

Corporation for Public Broadcasting Annual Station Activity Survey, 2014

Nearly 700 stories, live blogs, infographics, data maps, and interactive tools were created to engage those with questions about Detroit and its future. The website is featured prominently on WDET's homepage and is integrated regularly on-air. Many stories were part of newscasts, newsmagazines, and WDET's daily talk show. Blogger/reporter Sandra Svoboda live tweeted from the courthouse and is recognized as an expert on the bankruptcy proceedings. She regularly speaks to professional and academic groups appears in other local and national media. The Next Chapter Detroit blog has also been frequently cited as a resource by national media outlets and academics.

Between May and October 2014, WDET hosted **seven community meetings** in each of seven Detroit city council districts. Meetings were hosted by members of WDET's editorial staff. Hosts moderated a discussion, led by residents voicing their concerns or questions. Topics ranged from land use issues, urban agriculture, dumping, blight, rodent infestation, trash collection, alley redesign, insurance rates, liquor permitting, and access to community block grant monies, lighting and school. Residents were encouraged to share their ideas for solutions to problems through post-it notes on large display boards. More than 250 residents participated. WDET promoted the meetings on-air and developed digital and printed flyers distributed online, through social media and throughout each neighborhood with the assistance of social service organizations, churches and other community partners. The community informed our on-air and online coverage throughout the year. WDET also reported and interviewed several city and state officials at the Mackinac Policy Conference with questions and topics informed by resident's concerns.

Following the ruling on the Detroit bankruptcy, WDET hosted an additional **five community meetings** with live, moderated panel discussions featuring neighborhood leaders and city officials on the key topics of lighting, redevelopment, public safety, . The conversations were broadcast the panels as special programming on-air for five days in December,

AGING TOGETHER: WDET, MLIVE and Model D Media collaborated on a six-part multi-media series on Southeast Michigan's aging population and the issues and concerns. The topics of panel discussions on our daily talk program included food access for seniors, displacement of the elderly in changing economic times, the aging LGBT community, suburban vs. urban aging issues, and the graying of Michigan.

DSO-Mix@theMAX: WDET teamed with the Detroit Symphony Orchestra to create an affordable introduction to world class music in a casual atmosphere: WDET conducted 6 on-air interviews with Mix at the Max performers including DSO contemporary American musician and composer Jeremy Kittel; Joori Jung and Ilya Blinov; Clarinetist David Krakauer; Storm Large; Peter Soave; and Conductor/Composer/Arranger/Performer and Grammy winning producer Jeff Tyzik. Total number of attendees at Mix at the Max events: 3,464

DETROIT LIONS, UNITED WAY OF SOUTHEAST MICHIGAN, EASTERN MARKET AND GLEANERS COMMUNITY FOODBANK

DETROIT REGIONAL CHAMBER'S MACKINAC POLICY CONFERENCE: WDET involved the community in our coverage of the annual Mackinac Policy Conference where stakeholders, politicians, and policy

Corporation for Public Broadcasting Annual Station Activity Survey, 2014

makers meet to discuss issues facing business, government and community in Michigan. Our focus for coverage was the Detroit Bankruptcy and regionalism moving forward.

ESSENTIAL COOKING WDET Partnering with **Edible WOW Magazine** and **The Great Lakes Culinary Center** created a monthly event featuring a interactive, live cooking show hosted by WDET host Ann Delisi. It features chef-prepared dishes made with local ingredients, fresh and healthy foods. Guests sample local products and mingle over cocktails while experiencing a hand-picked musical soundtrack.

ELECTION COVERAGE: WDET teamed with **The Michigan Public Radio network and Michigan Radio** to broadcast Call-ins programs featuring statewide candidates for Governor and US Senate and invited listeners statewide to contribute questions

INHERITING DETROIT: WDET collaborated with **The Inside Out Literary Arts Project** and **The Marcus Garvey Academy** on an on-going series of features, panel discussions, performances and digital video features with the youth of Southeast Michigan with an emphasis on the hopes, challenges and outlook of urban youth poets.

Inside out: <http://wdet.org/shows/detroit-today/episode/youth-poet-terrell-morrow-detroit-081114/>

<http://wdet.org/shows/craig-fahle-show/episode/khafre-sims-bey-lumberjacks/>

and street dreams

<https://medium.com/@wdet/street-dreams-a56fe9183fc5>

DETROIT PARK WATCH: WDET engaged the citizenry of Detroit in a digital project to track the state of neighborhood and city parks,, in Spring 2014, Detroit Mayor Mike Duggan said 250 parks will be maintained through pumped up city efforts, which included hiring a larger seasonal workforce, and enlisting community organizations and businesses to adopt various parks around the city. WDET mapped all the parks* and coded them by those that are adopted, those the city still is looking to adopt out and those that are maintained by the city. 60+ groups have adopted parks throughout the city and have committed to maintaining them. The city has said that they will maintain an additional 186 parks. WDET's PARKWATCH program **tracked Detroit park maintenance throughout the summer by enlisting citizens to submit photos and information.** WDET created a number to text the info to as well. If you text "Parks" to **313-334-4132** you'll get a short four question survey on the park you are at or reporting on. We placed that information on the community parks information map available online tracking moving, lighting and litter. Beyond the data, we shared personal stories about these parks (like why is Twork Park called Twork Park?) and those who are taking care of them. City residents shared information on the condition of city-owned parks through the Fall 2014 and WDET will resume the program with the data-collected in the Spring of 2015 spring. <http://detroitparkwatch.tumblr.com/>

BOOKS FOR KIDS: A partnership between WDET, **Global Productivity Solutions** and **Operation: Kid Equip**, whose goal is to support the education and success of Southeast Michigan children living at or below the poverty level. Over three spring campaigns, WDET, with the help of listeners, major donors, and local businesses has been able to generate more than 104,000 books delivered to local kids in need.

Corporation for Public Broadcasting Annual Station Activity Survey, 2014

DISCOVERY SERIES: WDET partners with cultural organizations including MOCAD, The Detroit Symphony Orchestra, The DIA, Crofoot Theater and CABERET 313 introducing our audience to the art and cultural experiences. Our partners offer free tickets to our members who sign up on a first come first serve basis to attend a cultural event.

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

WDET.ORG AND SOCIAL MEDIA

WDET's social media and online presence reflects our commitment to engage the community in solution-oriented conversation. Between October 2012 and October 2013, the WDET facebook page grew from 12,454 to 20,716 likes adding 8,300 metro Detroiters to our page. During FY2014, 3.6 million audio files of WDET content were listened to on Soundcloud over 545,000 audio files in FY2013. Our Website WDET.org had 1,384,371 page views. New sessions made up 50.25% of all views. WDET personnel regularly attend community meetings, Our reporters and hosts moderate community conversations, and symposiums in ethnic communities.

NCD Impact (the numbers): The site's 711 posts had 48,950 page views from 15,908 users. The site hosted original work developed by its bankruptcy blogger as well as links to content from the Detroit Journalism Cooperative partners. Specifically, there were 97 Michigan Radio stories, 49 from Bridge Magazine/The Center for Michigan, 42 from Detroit Public Television/MiWeek, and 27 from the New Michigan Media, mainly from The Michigan Citizen. WDET's daily talk show broadcast 113 bankruptcy-related segments in 2014 after the site's launch, including a dedicated hour-long program after the bankruptcy exit plan's confirmation in November.

NCD Meetings Impact: WDET provided a common set of facts from which residents could act through the hosting of **12 community meetings**. Over seven months, these meetings provided citizens the opportunity to hear timely updates about the case and ask questions directly of participating journalists and city officials about how the bankruptcy, and its ongoing effects, impacts their lives. In all, **the 12 community meetings held in all seven Detroit districts, attracted a total of 329 attendees. Phase 1 attendees: 238. Phase 2 attendees: 91.**

NCD Community quotes:

"As counsel for the Retired Detroit Police and Fire Fighters ("RDPFFA") and the Detroit Retired City Employees Association ("DRCEA") in the Detroit Bankruptcy case I witnessed extreme confusion, fear and misinformation that existed among many retirees. Apart from all the misinformation was WDET, which acted as a beacon of accurate and balanced coverage of the many issues facing Detroit retirees." -Lippitt O'Keefe Gornbein, PLLC, Ryan C. Plecha, Partner

Corporation for Public Broadcasting Annual Station Activity Survey, 2014

“The excellence of WDET is not limited to its on-air programming, but extends to its online content and its blog www.nextchapterdetroit.com. The blog is a tremendous wealth of information and valuable insight into all things Detroit.”

-Lippitt O’Keefe Gornbein, PLLC, Ryan C. Plecha, Partner

GALLERY TAKE OVERS: WDET introduced two community multi media gallery takeovers and attracted 837 visitors from throughout the region who crossed the lines of community, religion and ethnicity to learn more and interact with diverse cultures in person at gallery openings.

The Dress Show 520 people from throughout the region visited an exploration of Hamtramck's Bangladeshi community through the lens of its cultural dress shop owners. Intersecting narratives of the immigrant experience, entrepreneurship, faith and place are presented through sound and documentary-style photojournalism.

Delray: Beyond Isolation examined in first person story-telling and photos, the experience of people living in the Detroit neighborhood shadowed by a refinery and hopeful for the proposed new bridge to Canada as a means of reviving the local economy. The exhibit was displayed both in Delray, and in Detroit’s Midtown cultural community. 317 people attended the exhibit.

DETROIT AGENDA WDET’s news team took to the streets to talk to four hundred Detroiters about their neighborhoods – asking what they wanted for their communities – and what needs to change. We didn’t ask them about specific issues. We instead want to listen – really listen – to what they had to say. **400 people were interviewed. There were 17 web news stories throughout the year.** what neighborhood residents want to happen in their neighborhoods, and how city officials can make a difference.

STAR Program: WDET encourages Metro Detroit's arts and culture scene by helping individual organizations get their message to the broader public. Our goal: to connect amazing people, groups, and visions for the cultural health of the Detroit region. WDET’s Support The Arts (STAR) Program provides free on-air promotion and airtime to Southeastern Michigan’s small nonprofit arts and cultural organizations. Established to help these organizations reach a wider audience than their modest budgets typically allow for, the STAR Program featured 4 organizations throughout the year,

The Lions Challenge, The Detroit Lions Foundation, WDET worked together to provide 40,000 meals to those in need through a program with Gleaners Community Food Bank of Southeast Michigan .

BOOKS FOR KIDS WDET has provided 104,000 books to children in need in Southeast Michigan over three years

PARK WATCH: A total of 101 people (90 citizens and 11 community partners) reported on 120 parks within the City of Detroit boundaries.

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015

WDET NEWS AND TALK PROGRAMS regularly cover issues of diversity, immigration stories, poverty, access to services and other current events that affect the minority and diverse population of our region

DRIS .: WDET continues to manage and house the Detroit Radio Information Service (DRIS), a radio service for the blind and others who are print-impaired. DRIS provides an opportunity for listeners to hear a group of volunteers read local newspapers and other unique programming.

DETROIT AGENDA: WDET's news team took to the streets to talk to 400 Detroiters about their neighborhoods – asking what they wanted for their communities – and what needs to change. In total, **17 digital and on-air news stories were created.**

THE DRESS SHOW a multi-media gallery exhibit explored the immigrant Bangladeshi community.

BOOKS FOR KIDS WDET has provided 104,000 books to children in need in Southeast Michigan over three years

PARK WATCH: A total of 101 people (90 citizens and 11 community partners) reported on 120 urban parks to create safe places for families to play.

AGING TOGETHER reporting on the needs of minority senior citizens and the specific issues that affect urban seniors.

INHERITING DETROIT reporting on the hopes and dreams of urban youth who have expressed awe at the opportunity for their creative works and opinions to be heard by a larger audience of adults throughout the region.

UNITED WAY/LIONS MEET UP AND EAT

The Lions Challenge, The Detroit Lions Foundation, WDET worked together to provide 40,000 meals to those in need through a program with Gleaners Community Food Bank of Southeast Michigan .

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Continued CPB funding enables WDET to maintain its focus on agenda setting in-depth regional reporting and solutions-oriented conversations. It also makes it possible for WDET to seek innovative ways to deepen our connection with existing audience, and reach new listeners. It allows WDET to interact with diverse communities through community meetings, reporting on community and issues

Corporation for Public Broadcasting Annual Station Activity Survey, 2014

specific to ethnic communities, as well as promoting volunteerism in minority communities. It allows us to introduce culture and arts to our audiences online, on-air and in person. Without CPB support our efforts would be severely limited.

Section 7.1 Journalists This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional fulltime, part-time or contract contributors to local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

Jerome Vaughn, News Director

Quinn Klinefelter, Senior Editor

Jennifer Larsen, Reporter/Producer/Anchor

Amy Miller, Reporter/Producer/Anchor

Laura Weber Davis, Reporter/Producer/Anchor

Travis Wright, Reporter/Producer/Anchor

Martina Guzman, Community Reporter/Producer/

Bre'Anna Tinsley, part-time Reporter/Producer/Anchor

Marissa Gawal, part time Reporter/Producer/Anchor

Anna Marie Sysling, part-time Producer/Anchor

Nina Ignacak, part time Digital reporter

Sandra Svoboda, part-time Next Chapter Detroit Blogger and Bankruptcy Reporter

Terry Parris, Digital Journalist