

Grantee Information

ID	1445
Grantee Name	WDET-FM
City	Detroit
State	MI
Licensee Type	University

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Please enter the number of FULL-TIME RADIO employees in the grids below.
The first grid includes all female employees, the second grid includes all male employees,
and the last grid includes all persons with disabilities.

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000					1		1
Managers - 2000	1	1			1		3
Professionals - 3000	2			1	2		5
Technicians - 4000							0
Sales Workers - 4500					1		1
Office and Clerical - 5100	2				1		3
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	5	1	0	1	6	0	13

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category / Job Code / Joint Employee	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000	1				2		3
Professionals - 3000	1				11		12
Technicians - 4000							0
Sales Workers - 4500					1		1
Office and Clerical - 5100					0		0
Craftspersons (Skilled) - 5200							0
Operatives (Semi- Skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	2	0	0	0	14	0	16

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1

Major Job Category /
Job Code /
Joint Employee

Persons with Disabilities

Officials - 1000	
Managers - 2000	
Professionals - 3000	1
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

1

1.1 Employment of Full-Time Radio Employees

Jump to question: 1.1 ▼

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African American female).

White Female

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee Question 1.1.

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?

1.2 Major Programming Decision Makers

Jump to question: 1.2 ▼

	African American	Hispanic	Native American	Asian/Pacific	White, Non-Hispanic	More Than One Race	Total
Female Major Programming Decision Makers	0				2		2
Male Major Programming Decision Makers	1						1
Total	1	0	0	0	2	0	3

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Please enter the number of PART-TIME employees in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Females	Hispanic Females	Native American Females	Asian/Pacific Females	White, Non-Hispanic Females	More Than One Race Females	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000	2			1	1		4
Technicians - 4000							0
Sales Workers - 4500							0
Office and Clerical - 5100		1				2	3
Craftpersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	2	1	0	1	1	2	7

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code	African American Males	Hispanic Males	Native American Males	Asian/Pacific Males	White, Non-Hispanic Males	More Than One Race Males	Total
Officials - 1000							0
Managers - 2000							0
Professionals - 3000				1	3		4
Technicians - 4000	2	0			2		4
Sales Workers - 4500							0
Office and Clerical - 5100					1		1
Craftpersons (Skilled) - 5200							0
Operatives (Semi-skilled) - 5300							0
Laborers (Unskilled) - 5400							0
Service Workers - 5500							0
Total	2	0	0	1	6	0	9

1.3 Employment of Part-Time Radio Employees

Jump to question: 1.3 ▼

Major Job Category / Job Code

Persons with Disabilities

Officials - 1000

Managers - 2000

Professionals - 3000

Technicians - 4000

Sales Workers - 4500

Office and Clerical - 5100

Craftspersons (Skilled) - 5200

Operatives (Semi-skilled) - 5300

Laborers (Unskilled) - 5400

Service Workers - 5500

Total

1.4 Part-Time Employment

Jump to question: 1.4

Of all the part-time employees listed in Question 1.3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full time?

1.4 Part-Time Employment

Jump to question: 1.4

Number working less than 15 hours per week

4

1.4 Part-Time Employment

Jump to question: 1.4

Number working 15 or more hours per week

12

1.5 Full-Time Hiring

Jump to question: 1.5

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

1.5 Full-Time Hiring

Jump to question: 1.5

No full-time employees were hired (check here if applicable)

1.5 Full-Time Hiring

Jump to question: 1.5

Major Job Category / Job Code	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000	0				0
Managers - 2000					0
Professionals - 3000	1		0	2	3
Technicians - 4000					0
Sales Workers - 4500				0	0
Office / Service Workers - 5100-5500	2	1			3
Total	3	1	0	2	6

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job but has a different title (i.e. where there was no vacancy or newly created position to be filled). If no full-time or part-time job openings occurred, please enter zero.

1.6 Full-Time and Part-Time Job Openings

Jump to question: 1.6

Number of full-time and part-time job openings

8

1.7 Hiring Contractors

Jump to question: 1.7

During the fiscal year, did you hire independent contractors to provide any of the following services?

1.7 Hiring Contractors

Jump to question: 1.7

Check all that apply

Underwriting solicitation related activities

Direct Mail

Telemarketing

Other development activities

Legal services

Human Resource services

Accounting/Payroll

Computer operations

Website design

Website content

Broadcasting engineering

☒

Engineering

☐

Program director activities

☐

None of the above

☐

Comments

Question

Comment

No Comments for this section

2.1 Corporate Management

Jump to question: 2.1

	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer	1.00	\$ 209,202	2
Chief Executive Officer - Joint		\$	
Chief Operations Officer		\$	
Chief Operations Officer - Joint		\$	
Chief Financial Officer	1.00	\$ 74,593	2
Chief Financial Officer - Joint		\$	
Chief Digital Media Operations		\$	
Chief Digital Media Operations - Joint		\$	

2.1 Corporate Management

Jump to question: 2.1

Please list the Other Job titles in this sub-category not listed above

2.2 Communication and Promotions

Jump to question: 2.2

Publicity, Program Promotion Chief		\$	
Publicity, Program Promotion Chief - Joint		\$	
Communication and Public Relations, Chief		\$	
Communication and Public Relations, Chief - Joint		\$	

2.2 Communication and Promotions

Jump to question: 2.2

Please list the Other Job titles in this sub-category not listed above

2.3 Programming and Productions

Jump to question: 2.3

Programming Director	1.00	\$ 98,040	11
Programming Director - Joint		\$	
Production, Chief		\$	
Production, Chief - Joint		\$	
Executive Producer		\$	
Executive Producer - Joint		\$	
Producer	2.00	\$ 57,541	3
Producer - Joint		\$	

2.3 Programming and Productions

Jump to question: 2.3

Please list the Other Job titles in this sub-category not listed above

2.4 Development and Fundraising

Jump to question: 2.4

Development, Chief	1.00	\$ 80,239	13
Development, Chief - Joint		\$	
Member Services, Chief	1.00	\$ 56,100	1
Member Services, Chief - Joint		\$	
Membership Fundraising, Chief		\$ 0	
Membership Fundraising, Chief - Joint		\$	
Major Giving Fundraising Chief		\$	
Major Giving Fundraising Chief - Joint		\$	
On-Air Fundraising, Chief		\$	
On-Air Fundraising, Chief - Joint		\$	
Auction Fundraising, Chief		\$	
Auction Fundraising, Chief - Joint		\$	

2.4 Development and Fundraising

Jump to question: 2.4

Please list the Other Job titles in this sub-category not listed above

2.5 Underwriting and Grant Solicitation

Jump to question: 2.5

Underwriting, Chief

Underwriting, Chief - Joint

Corporate Underwriting, Chief

Corporate Underwriting, Chief - Joint

Foundation Underwriting, Chief

Foundation Underwriting, Chief - Joint

Government Grants Solicitation, Chief

Government Grants Solicitation, Chief - Joint

2.5 Underwriting and Grant Solicitation

Jump to question: **2.5** ▼

Please list the Other Job titles in this sub-category not listed above

2.6 Broadcast Engineering and Information Technology

Jump to question: **2.6** ▼Operations and Engineering, Chief

Operations and Engineering, Chief - Joint

Engineering Chief

Engineering Chief - Joint

Broadcast Engineer 1

Broadcast Engineer 1 - Joint

Production Engineer

Production Engineer - Joint

Facilities, Satellite and Tower Maintenance, Chief

Facilities, Satellite and Tower Maintenance, Chief - Joint

Technical Operations, Chief

Technical Operations, Chief - Joint

Information Technology, Director

Information Technology, Director - Joint

Web Administrator/Web Master

Web Administrator/Web Master - Joint

2.6 Broadcast Engineering and Information Technology

Jump to question: **2.6** ▼

Please list the Other Job titles in this sub-category not listed above

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: **2.7** ▼News / Current Affairs Director

News / Current Affairs Director - Joint

Music DirectorMusic Librarian/ProgrammerAnnouncer / On-Air Talent

Announcer / On-Air Talent - Joint

Reporter

Reporter - Joint

Public Information Assistant

Public Information Assistant - Joint

Broadcast Supervisor

Broadcast Supervisor - Joint

Director of Continuity / Traffic

Director of Continuity / Traffic - Joint

2.7 Journalists, Announcers, Broadcast and Traffic

Jump to question: **2.7** ▼

Please list the Other Job titles in this sub-category not listed above

2.8 Education and Community Engagement

Jump to question: **2.8** ▼Education, Chief

Education, Chief - Joint

Volunteer Coordinator

Volunteer Coordinator - Joint

Events Coordinator

Events Coordinator - Joint

Section 2. Average Salary Totals

21.00

\$ 968,237

78

2.8 Education and Community Engagement

Jump to question: 2.8

Please list the Other Job titles in this sub-category not listed above

Comments

Question

Comment

No Comments for this section

3.1 Governing Board Method of Selection

Jump to question: 3.1

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

3.1 Governing Board Method of Selection

Jump to question: 3.1

Ex-Officio (Automatic membership because of another office held)

1

3.1 Governing Board Method of Selection

Jump to question: 3.1

Appointed by government legislative body (including school board) or other government official (e.g. governor)

0

3.1 Governing Board Method of Selection

Jump to question: 3.1

Elected by community/membership

8

3.1 Governing Board Method of Selection

Jump to question: 3.1

Other (please specify below)

3.1 Governing Board Method of Selection

Jump to question: 3.1

3.1 Governing Board Method of Selection

Jump to question: 3.1

Elected by board of directors itself (self-perpetuating body)

0

3.1 Governing Board Method of Selection

Jump to question: 3.1

Total number of board members (Automatic total of the above)

9

3.2 Governing Board Members

Jump to question: 3.2

Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability.

3.2 Governing Board Members

Jump to question: 3.2

For minority group identification, please refer to "Instructions and Definitions" in the Employment subsection.

3.2 Governing Board Members

Jump to question: 3.2

	African American	Hispanic	Native American	Asian / Pacific	White, Non-Hispanic	More Than One Race	Total
Female Board Members	2				2		4
Male Board Members	2			1	2		5
Total	4	0	0	1	4	0	9

3.2 Governing Board Members

Jump to question: 3.2

Number of Vacant Positions

0

3.2 Governing Board Members

Jump to question: 3.2

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

9

3.2 Governing Board Members

Jump to question: 3.2

Number of Board Members with disabilities

0

Comments

Question

Comment

No Comments for this section

4.1 Community Outreach Activities

Jump to question: 4.1

Did the grant recipient engage in any of the following community outreach services, and, if so, did the outreach activity have a specific, formal component designed to be of special service to either the educational community or minority and/or other diverse audiences?

4.1 Community Outreach Activities

Jump to question: 4.1

Yes/No

Produce public service announcements?

Yes

Did the public service announcements have a specific, formal component designed to be of special service to the educational community?

No

Did the public service announcements have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

No

Broadcast community activities information (e.g., community bulletin board, series highlighting local nonprofit agencies)?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the educational community?

Yes

Did the community activities information broadcast have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Produce/distribute informational materials based on local or national programming?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the educational community?

Yes

Did the informational programming materials have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Host community events (e.g. benefit concerts, neighborhood festivals)?

Yes

Did the community events have a specific, formal component designed to be of special service to the educational community?

Yes

Did the community events have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Provide locally created content for your own or another community-based computer network/web site?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the educational community?

Yes

Did the locally created web content have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Partner with other community agencies or organizations (e.g., local commerical TV station, Red Cross, Urban League, school district)?

Yes

Did the partnership have a specific, formal component designed to be of special service to the educational community?

Yes

Did the partnership have a specific, formal component designed to be of special service to the minority community and/or diverse audiences?

Yes

Comments

Question

Comment

No Comments for this section

5.1 Radio Programming and Production

Jump to question: 5.1

Instructions and Definitions:

5.1 Radio Programming and Production

Jump to question: 5.1

About how many original hours of station program production in each of the following categories did the grant recipient complete this year? (For purposes of this survey, programming intended for national distribution is defined as all programming distributed or offered for distribution to at least one station outside the grant recipients local market.)

5.1 Radio Programming and Production

Jump to question: 5.1

	For National Distribution	For Local Distribution/All Other	Total
Music (announcer in studio playing principally a sequence of musical recording)		1,126	1,126
Arts and Cultural (includes live or narrated performances, interviews, and discussions, in the form of extended coverage and broadcast time devote to artistic and/or cultural subject matter)		520	520
News and Public Affairs (includes regular coverage of news events, such as that produced by a newsroom, and public issues-driven listener participation, interview and discussion programs)		520	520
Documentary (includes highly produced longform stand alone or series of programs, principally devoted to in-depth investigation, exploration, or examination of a single or related multiple subject matter)		15	15
All Other (incl. sports and religious — Do NOT include fundraising)			0
Total	0	2,181	2,181

5.1 Radio Programming and Production

Jump to question: 5.1

Out of all these hours of station production during the year for about how many was a minority ethnic or racial group member in principal charge of the production? (Minority ethnic or racial groups refer to: African-American, Hispanic, Native American and Asian American/Pacific Islander.)

5.1 Radio Programming and Production

Jump to question: 5.1

Approx Number of Original Program Hours

Comments

Question

Comment

No Comments for this section

6.1 Telling Public Radio's Story

Jump to question: 6.1

The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. This section had previously been optional. Response to this section of the SAS is now mandatory.

Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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 Detroit's public radio station and a community service of Wayne State University. During a second year of Covid shut downs and forced isolation, we continued to serve our engaged, diverse audience through trusted news, inclusive conversations, music and cultural experiences that empower our community. Our extensive coverage of the 2020 elections and their impact on the State of Michigan lasted well into 2021. We created a new weekly music program highlighting stories of Detroit, and increased on-air opportunities for our audience to safely engage with us and with one another. We provide award-winning, independent local journalism, increased exposure to arts, culture and music from Detroit, platforms for citizens to learn, connect and share their own stories with each other and the world, solution-oriented conversations featuring diverse voices and perspectives. WDET launched a new original podcast for young adults. We provided engagement opportunities including live and virtual community conversations about issues that matter most in our region, and a book club that transformed into a virtual conversation on Facebook exploring the U.S. Constitution. In FY2021, WDET generated an average of 105,291 unique page views each month on WDET.org. We also saw an increase in WDET's reach on social media with more than 31,551 Facebook followers, 32,400 Twitter followers, and 10,300 Instagram followers and 12,083 WDET's Instagram followers. A majority of our original content is available on our website and in 2021 we produced five podcast series or seasons. We distribute a weekly arts and culture newsletter to 14,000 subscribers and a weekly news roundup newsletter to more than 13,400 subscribers. PUBLIC AFFAIRS PROGRAMMING: Detroit Today, WDET's hour-long, weekday public affairs program, convenes conversations between metro-Detroit communities on issues of importance to the region and the nation, many of which are identified through listening and interacting with community members through social media and events. Listeners are invited to participate in the conversation with elected officials and experts every day via phone and social media. The fiscal year started with the Presidential election and an examination of the issues. About 600 carefully cultivated interviews

were conducted on the program in FY21. NEWS: In FY21, WDET's newsroom broadcast 21 newscasts per day and reported more than 1,000 news stories on issues such as Trust in Government, Education, Water Quality and Access, Transportation and Infrastructure, and Arts and Culture. Our coverage "lenses" were determined by metro-Detroit residents in a survey about issues that would impact their votes in Michigan's last gubernatorial election. Trust in Government served as a key part of WDET's coverage as Detroiters watched a couple of City Council members get convicted of crimes and others had their homes searched by the FBI -- all in an election year. Metro Detroiters showed anger at their elected leaders because of infrastructure that couldn't handle record flooding. The COVID pandemic continued to impact our coverage and we frequently revisited COVID education, information and public health as a mainstay. HAND-PICKED LOCAL MUSIC: WDET remains Detroit radio's most active promoter of local music and a significant voice for arts and culture. Our music hosts produce over 1,000 hours of handpicked playlists featuring diverse genres and Detroit-rooted styles including jazz, soul, r&b, rock and techno. We added a weekly two-hour program. In Spring 2021, our music experts hosted free Zoom Q&As with Joshua Henry, Brendan Benson and Dames Brown. CULTURAL PROGRAMMING: WDET's CultureShift is the region's only two-hour daily radio program dedicated to showcasing Detroit arts and culture. Thousands of local artists and events were featured in 2021. From FY19 to FY21 the daily audience increased by 46%.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

In 2021, WDET partnered with The Concert of Colors Global Music Festival, The Detroit Symphony Orchestra, The Detroit Jazz Festival, Citizen Detroit, City Bureau, Documenting Detroit, Bridge Detroit, Detroit Public Television, Outlier Media, Futuro Media, Documenting Detroit, Science Gallery, and other nonprofits and media organizations. Here are some of the collaborative projects we worked on in 2020. WDET Book Club: In 2021, the station invited the Detroit region to read and examine the United States Constitution. At a time when the political divide seems like an insurmountable gulf and facts are up for debate, WDET aims to deliver on our commitment to community service by increasing understanding of the U.S. Constitution, its origins and intent, and its relevance today. From the Fourth of July through Constitution Day (September 17), Detroit Today, hosted by Pulitzer Prize-winning journalist Stephen Henderson, invited legal experts and historians to help unpack the meaning of these important documents in a series of conversations focusing on equity. Our award-winning news team produced features examining how current events and issues are rooted in the Constitution. Our music shows and arts and culture program examined the impact of the Constitution and Bill of Rights on cultural institutions and artists. We partnered with Michigan's Patriot Week Foundation, Wayne State University History Department and Library, and the national podcast, Sisters In Law. We distributed 2,000 pocket Constitutions in the community. Detroit Documenters : WDET continued a partnership begun in 2018 with Chicago's City Bureau and local non-profit Citizen Detroit to improve coverage of and engagement in public government meetings. (Documenters.org) that aggregates information about the meetings. Notes compiled by the documenters are available to news organizations around Detroit. They've been used to serve as the foundation for news stories at WDET, WDIV and other media outlets. Science of Grief Podcast with Science Gallery Detroit WDET partnered with Science Gallery Detroit (now Michigan State University's Science Gallery) to produce Science of Grief, a 10-episode podcast series about living with and experiencing grief, especially for young adults. Total listenership for 2021 was 17,000 downloads with listeners from across the United States. Detroit Community Podcast Lab with Futuro Media In 2021 WDET partnered with Futuro Media for the 2021 Detroit Community Podcast Lab. The lab will continue in FY22 and culminate with an in-person celebration and listening party in March 2022. Detroit Today: WDET's hour-long weekday public affairs program, Detroit Today, continued daily community conversations about issues of local and national impact. Callers join the conversation daily and the show has developed a diverse audience of listeners. In FY 21, 18% of the audience was Black. By dedicating a full hour to this type of programming five days a week, The program is also a podcast with an annual listenership of over 60,000. Don Was Motor City Playlist In April 2021, WDET launched a new eclectic music program hosted by Blue Note Records President and one of the world's most sought after music producers, Don Was. He grew up listening to WDET and his show reflects a lifetime of deep appreciation for Detroit, and its music. It airs Friday evenings from 10 to midnight and is a travelog of great music, a trip down memory lane, and filled with spellbinding stories behind the notes. It features artists from jazz and other genres in a compelling mix of music, memories and education. Detroit Jazz Festival broadcast: WDET partnered with the non-profit Detroit Jazz Festival to broadcast 40 hours of live Jazz that was performed without an audience due to the pandemic. WDET gave the Detroit region free access to the complete festival. 130,000 people listened to the 2021 Detroit Jazz Festival on WDET. In addition, during FY21 we broadcast five hours of "Jazz from the Cellar" specials in collaboration with the Detroit Jazz Festival and the Wayne State University Jazz Department. We solidified a monthly series of live jazz performances for FY22. Concert of Colors broadcast: In 2021, WDET partnered with the Concert of Colors, Detroit Public Television, the Detroit Institute of Art and the Detroit Symphony Orchestra to broadcast a multicultural virtual free concert festival featuring world music. WDET increases the broadcast of original programming from 6 to 12 hours in conjunction with Detroit Public Television. WDET's Essential Cooking podcast continued bi-weekly from October through July 2021. Episodes feature the chefs, authors and culinary purveyors from our region as guests featuring the people behind the food we eat in the areas of urban farming, winemaking, seafood purveyors, restaurant workers and more.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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.

During 2021, WDET continued to accommodate Covid concerns and curtailed live events, but we continued to find creative ways to engage our community. Detroit Jazz Festival broadcast : WDET partnered with the Detroit Jazz Festival to broadcast 40 hours of live Jazz that was performed without an audience for a second year due to the pandemic. WDET gave the Detroit region free access from the comfort of their homes.. An estimated 130,000 people listened on the radio. With a goal of keeping live Jazz available to audiences for free, WDET and The Detroit Jazz Festival Foundation experimented with a one-hour live jazz performance show called "Jazz from the Cellar". An average of 5,000 listeners tuned to each of 5 programs. "Our partnership with WDET makes it possible for the Detroit Jazz Festival Foundation to propagate its mission of free, live jazz to the public throughout the year," says Jazz Festival Foundation President Chris Collins. Concert of Colors broadcast: An estimated 30,000 listeners enjoyed the Global music festival as it was forced to become virtual. Ismael Ahmed, founder of the festival said, "In 2021, our virtual festival was broadcast to the Detroit region on the radio and we appreciate WDET's commitment to distribute this free, annual, diversity-themed global music festival to the people of Michigan. WDET was essential to our success." Detroit Podcast Festival: WDET co-presented the Detroit Podcast Festival In October 2020, WDET partnered with the Detroit Podcast Festival to provide a virtual version of the annual festival. We provided training and networking opportunities for independent podcast producers in Detroit with events like the NPR Story Lab Workshop and Building Podcasting Into Your Brand. Overall, there were 109 attendees of WDET events, and 143 budding podcasters in the Detroit Region attended the festival in total. Facebook Live Environmental Monthly Events: WDET partnered with Great Lakes Now, a Detroit Public Television environmental initiative and The Belle Isle Conservancy on monthly facebook live "watch parties" about science, habitat, history and recreation on and around the Detroit River. Listeners register to join the conversations created for the whole family exploring animal species in the Great lakes region and efforts to protect the environment. Rooted: WDET produced "Rooted," a six-part multimedia series highlighting people of color and uplifted in community healing. WDET surveyed the participants. 3 out of 5 subjects who answered reported that they received volunteers as a result of their participation. 4 out of 5 received communication from someone who heard the story on the radio. 3 of 5 noticed an uptick in the social media followings. Bridge Detroit: WDET and Bridge Detroit, a local Detroit non-profit newsroom focusing on the needs of Detroiters started to share content in FY20. We invite the Bridge readers to access audio from WDET online Monday through Friday. And WDET invites Bridge Detroit journalists to share their work on-air, enabling them to reach a larger and broader audience. "The strength of non-profit newsrooms working together like Bridge Detroit does with WDET, makes us all stronger," says Stephen Henderson, Founding Editor. Detour Detroit/Culture Shift Collaboration: WDET partnered with Detour Detroit, an independent, local source for equitable journalism and community to create a monthly segment for our local arts and culture program to highlight journalists and people of color who are starting businesses and doing other interesting activities in Detroit that otherwise would go unreported.

6.1 Telling Public Radio's Story

Jump to question: 6.1 ▼

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 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

THE CONSTITUTION: WDET invited listeners to discuss The Constitution throughout the summer of 2021. On-air content from the WDET "Book Club" was brought to life through the lens of equity in conversations on Detroit Today, including the views of recent immigrants turned citizens. We discussed the Constitution article by article on the WDET Book Club Facebook Group of 1,000 members and produced features on current events and news stories grounded in constitutional issues. Our arts and culture program highlighted Bill of Rights topics as they appear in literature, music and arts. The project gave us opportunities to partner with a variety of organizations and WDET distributed 2000 Pocket Constitutions to citizens by mail and at events. COMEDY SHOWCASES: During the summer of 2021 WDET produced two outdoor comedy showcases that featured diverse young comedians: Black, LGBTQ+, Latino, mentally challenged, and transgender doing stand up. During the Summer of 2021, two comedy shows featuring 5 standups each sold out at a local venue in Detroit's Midtown neighborhood. More than 500 people attended. All were produced in coordination with COVID health protocols. DRIS (Detroit Radio Information Services): WDET continues to provide this 24-hour radio reading and audio information service for people who are blind or visually impaired. Volunteers who read local newspapers were suspended in 2020 due to Covid, but plans are underway to have them return in 2022. In FY21, we studied the needs of the community and began work on a plan to reach more people who need the service. During this period, syndicated reading continued to be delivered. Artist Next Door: The Artist Next Door celebrated Detroit area artists from a variety of cultural backgrounds and disciplines to enhance awareness and understanding of our communities and cultures. The project gives us a greater understanding of their cultural heritage and brings us closer as a region of neighbors. In 2021, WDET and a jury of artists selected six diverse artist fellows to create an original piece of artwork. The six fellows each received a \$1,000 stipend. WDET hosted in-person artist events for interactive conversations, and art and cultural communities were encouraged to highlight the work of the artists throughout the next year. Celebrating Ed Love: 60 Years on Detroit Radio: WDET's 40-year Jazz host Ed Love's impact transcends his time in the studio. He has mentored and promoted musicians far and wide. His influence on their lives and his commitment as a cultural torchbearer and multigenerational voice for the tradition of jazz is acknowledged by artists here in Detroit. The impact of our efforts led to The Michigan Association of Broadcasters awarding Ed the highest honor, the 2021 Lifetime Achievement Award. In FY 22, we will continue to build our community relationships and create new ones. We are already continuing many of our initiatives and will begin new ones. In 2022, we will cover a gubernatorial campaign and continue our efforts to report on government transparency. We hope to launch a civility project, bringing even more diversity of thought to our

region. WDET will choose a new book for our book club. We've already begun a series called Communities of Hope that tells stories of immigrants and people of color persevering through the pandemic and building their own communities in the process.

6.1 Telling Public Radio's Story

Jump to question: 6.1

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?

Without CPB support, WDET would not have the resources to invest in the production of high-quality and impactful local programming and experiences that serve the needs of our community and reflect the diverse voices of our region. During the Covid Crisis, CPB funding has been essential to keeping WDET in the black. In early FY2021, it was determined that WDET needed to replace our transmitter. CPB funding made it possible to absorb the expenditure with help from the Kresge Foundation. CPB funding enables WDET to maintain its focus on in-depth journalism and solutions-oriented conversations. It makes it possible for WDET to seek innovative ways to deepen our connection with existing audiences while experimenting with ways to reach new listeners, particularly those who are underrepresented and underserved by mainstream media. In addition, WDET estimates it cost the station more than \$150,000 to cover the pandemic including equipment purchases for our reporters to do their jobs safely, and augmenting our production staff to account for pre-recorded programs during high contagion periods and Covid exposure isolations. WDET's audience loyalty and impact in the community has been growing as a result of our increased commitment to distinctive and responsive local programming and partnerships that increase opportunities for community engagement. We continue to develop meaningful partnerships that lead to deeper engagement with diverse communities that bring people together across social and geographic boundaries. With CPB support, WDET is able to invest in improvements to digital platforms. These are necessary as more and more listeners seek on-demand content such as podcasts and multimedia stories. These upgrades also attract new local and national audiences. Without support from the CPB, it would be impossible for WDET to continue to provide quality local radio programming to an increasingly diverse public while also adapting to the new ways the public expects to be engaged and served through digital platforms and in-person experiences.

Comments

Question

Comment

No Comments for this section

7.1 Journalists

Jump to question: 7.1

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, 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.

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	
News Director	1			1		1				
Assistant News Director										
Managing Editor										
Senior Editor	2	0		2	0					
Editor										
Executive Producer										
Senior Producer										
Producer										
Associate Producer										
Reporter/Producer	2			1	1					
Host/Reporter	2		1	2	1	1				
Reporter	3	2	0	2	3	1			1	
Beat Reporter										
Anchor/Reporter	2	1		2	1	1				
Anchor/Host										
Videographer										
Video Editor										
Other positions not already accounted for										
Total	12	3	1	10	6	4	0	0	1	

Comments

Question

Comment

No Comments for this section