



For Immediate Release

CONTACT: Marty Fischhoff
248-305-3729
mfischhoff@dptv.org

Michigan Learning Channel Honored by State's Top School Administrators

Detroit Public TV Receives MAISA Education Fellows Award for its work developing the new statewide instructional education service

DETROIT (June 1, 2021) -- MAISA, the Michigan Association of Intermediate School Administrators, has named Detroit Public Television the winner of its 2021 MAISA Education Fellows Award for the station's work to create and launch the Michigan Learning Channel (MLC).

This award is given each year to an individual or organization that, among other qualities, places service above self-interest, advocates for the programs and services of public education, has shown leadership in support of public education and has performed public service on behalf of MAISA, ISDs or K-12 education.

MAISA is comprised of superintendents and administrators of the Michigan's Intermediate School Districts (ISDs), working with those educators to coordinate essential resources and services to facilitate teaching and learning for the state's students.

"The MAISA Education Fellows Award is the highest annual recognition our association grants," said Dr. William Miller, Executive Director of MAISA. "The Michigan Learning Channel will return educational value for our children, parents and school staff, statewide, for years to come. It is a privilege to honor a team so dedicated to educating the children we strive to serve."

Previous winners of the MAISA Education Fellows Award include educators, public officials, foundations and academics. Detroit Public TV is the first media company to receive this honor.

"We are grateful for MAISA's recognition of the Michigan Learning Channel," said Rich Homberg, President and CEO of Detroit Public Television. "MAISA has also played an important role in the success of the MLC, by assembling teams of curriculum experts to work with our staff to make sure the

programming on the Michigan Learning Channel meets the highest standards of instruction and alignment with Michigan’s educational standards.”

Developed in collaboration with teachers and education leaders through the state, the MLC offers standards-aligned content for families and teachers that supplement school-based instruction. This free programming is being broadcast via special on-air channels established by every public television station in Michigan. The programming and a rich collection of additional on-demand resources are also available via computers, cellular phones and other digital devices at MichiganLearning.org in order to ensure that the content is accessible to students, teachers and families statewide.

Increasingly, the MLC is featuring instructional content created and delivered by teachers and educational experts who are based in Michigan and understand the needs of state schools, families and students. An example is “Read, Write, ROAR!” – a reading and English Language Arts program for young readers in kindergarten through third grade produced in collaboration with MAISA and other educational authorities. Similar efforts are under way to develop new programming in math, English Language Arts and other subjects.

The MAISA Education Fellows Award will be presented to Detroit Public TV at MAISA’s annual conference in Houghton on June 24.

About MAISA

The Michigan Association of Intermediate School Administrators is comprised of superintendents and administrators representing the 56 Intermediate School Districts (ISDs) in the State of Michigan. ISD administrators provide and coordinate essential services to their constituent school districts to facilitate teaching and learning. By coordinating efforts and resources, ISDs provide specialized services to students that would not be affordable or feasible otherwise. These services can include special education, vocational training, interdisciplinary subjects, language programs, early childhood education, parent services, community involvement, transportation, extracurricular activities, lifelong learning and adult education. Other necessary and exciting benefits are shared across districts for the success of every learner. For further information, visit GoMAISA.org.

About Detroit Public TV

Launched by all the state’s public television stations, the Michigan Learning Channel (MLC), delivers instructional content to students, parents and teachers, using a wide variety of media platforms, including a system of dedicated broadcast channels. It makes curriculum-aligned and teacher-tested content universally available, overcoming limitations in online access for rural and urban areas alike. The programming has been developed in consultation with leading educators and community leaders across the state. The MLC was conceived and organized by Detroit Public TV. Initial funding for the Michigan Learning Channel is provided by awards totaling \$3.5 million; 43% or \$1.5 million of the budget is through a grant from the Michigan Department of Education supported by the Governors Education Emergency Relief (GEER) Fund Grant, part of the CARES Act. The remainder is through funding from the Michigan State Legislature. For more information, visit MichiganLearning.org.