



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
Tim
2. The sponsoring representative's last name:
Kelly
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
n/a
4. Name of the entity that the spending item is intended for:
Michigan Learning Channel
5. Physical address of the entity that the spending item is intended for:
48325 Alpha Dr. Ste 150, Wixom, MI 48393
6. If there is not a specific recipient, the intended location of the project or activity:
statewide
7. Name of the representative and the district number where the legislatively directed spending item is located:
statewide
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution. The Michigan Learning Channel (MLC) is requesting \$3,000,000 in funding to expand and deepen its educational impact across Michigan, with a specific focus on addressing persistent gaps in early reading and literacy across the state of MI. MLC delivers free, standards-aligned educational content through broadcast, digital platforms, and in-person engagement. MLC supports PreK–12 learners, their families, and educators by providing accessible, high-quality instructional programming and community-based events designed to improve academic outcomes.

This funding will be used to:

- Expand early literacy initiatives in areas with the greatest need, aligning with Michigan's strategic focus on improving reading by grade 3.
- Develop and distribute locally-relevant, state aligned educational content that reinforces classroom learning.
- Increase outreach and direct community engagement, offering families hands-on learning resources, educator workshops, and live events in partnership with local schools, libraries, and community centers.
- Close the digital divide by ensuring equitable access to educational programming through broadcast TV and downloadable resources, especially in rural and underserved regions where broadband access is limited.

MLC's work directly aligns with Michigan's Top 10 Strategic Education Goals and complements efforts to improve long-term academic achievement statewide. This investment will serve thousands of Michigan families, educators, and students.

<https://www.michiganlearning.org/news/michigan-learning-channel-2024-success-report/>

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

3000000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["State"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

Rich Homberg, Simon Whitelocke, Shaun Wilson, Rajeev Shah, Geaneen Arends, Joyce Jenereaux, Freda Sampson, Christine A. Sing, William Carignan, Laura Brandt

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

October 1, 2025 through next fiscal year and beyond

19. "I hereby certify that all information provided in this request is true and accurate."

Yes



Invest in Michigan's Future— Renew Funding for the MLC!

What is the Michigan Learning Channel?

The Michigan Learning Channel (MLC) is a statewide educational partnership, supported by local public media stations, with the goal of providing resources and opportunities for educators, families, and learners, uplifting Michigan's education ecosystem to serve every student, family, and educator across our state.

What does the Michigan Learning Channel do?

- **Bridges Learning Gaps** in high-needs areas like **Literacy** and **Mathematics**
- Innovates Beyond the Screen with **Statewide In-Person Family Engagement from Certified MI Educators**
- Supports the Entire MI Education Ecosystem with **High-Quality, Standards-Aligned PK-12 Content, Resources, and Tools for Learning**
- Provides **Statewide Expansive Professional Learning for Educators**



www.michiganlearning.org

Reach In Numbers

**30,529 ATTENDEES to
332 TOTAL EVENTS**

Includes professional learning, family engagement, presentations, partnership meetings, outreach, and special events.

**37K+ SUBSCRIBERS TO
EDUCATOR NEWSLETTER**

With a click rate, approximately 100% higher than the education nonprofit average.

**38K+ SUBSCRIBERS TO
FAMILY NEWSLETTER**

With a 0.68% click rate, approximately 245% higher than the education nonprofit average.

**47% GROWTH
IN YOUTUBE
SUBSCRIBERS**

From Oct. 2023 to Oct. 2024, showcasing increasing engagement and value.

**OVER 38,000
WEBSITE
EVENTS AND
INTERACTIONS
MONTHLY**

Demonstrating strong engagement and sustained audience interaction to MichiganLearning.org.

Source: MLC Education Team (2024). Social Media Impressions Data. Sprout Social Master Report. Data collected from Facebook, Instagram, X (formerly Twitter), LinkedIn, and TikTok.



WNMU-TV PBS
Marquette
WNMU, Marquette

WKAR
WKAR-TV, East Lansing

PBS WGVU
Public Media
WGVU-TV, Grand Rapids WGVK-TV, Kalamazoo

PBS Michiana
WNIT, South Bend

WCMU
Public Media
WCMU-TV, Mount Pleasant
WCMU-TV, Mount Pleasant

DELTA COLLEGE
Public Media
WDCQ, Bad Axe

DETROIT
PBS

www.michiganlearning.org
@MichLearning

A High Return on Investment for Michigan Learners.

Empowering Literacy: Insights from the HighScope Evaluation of Read, Write, Roar!



97%
of caregivers found
Read, Write, Roar!
activity books easy to
use.



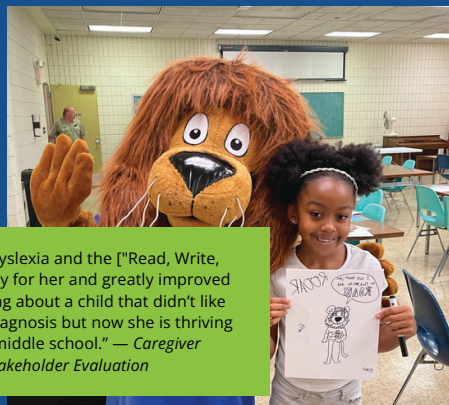
89%
felt RWR materials
boosted their
confidence in helping
their child read.



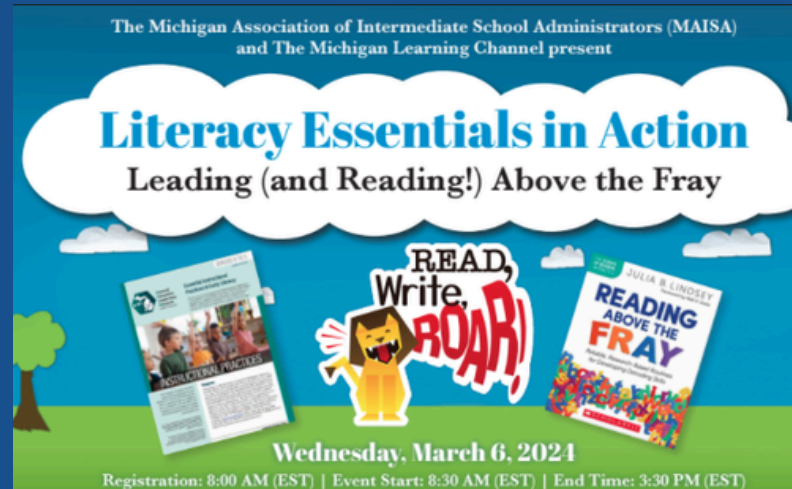
90%
said RWR materials
helped their child
learn to read.

The HighScope evaluation of the Detroit PBS Neighborhood Model surveyed 313 caregivers to assess the impact of Read, Write, Roar! literacy programming, with 15% (47) from Brightmoor.

Findings from the August 9, 2024, report highlight how the program strengthens early literacy skills, fosters caregiver engagement, and supports learning across Detroit communities.



“My granddaughter has dyslexia and the [“Read, Write, ROAR!”] program was easy for her and greatly improved her reading. We are talking about a child that didn’t like reading because of her diagnosis but now she is thriving in reading as she enters middle school.” — Caregiver participating in the MLC Stakeholder Evaluation



Investing in Professional Learning for Educators

- 1,000+ educators engaged at conferences and statewide events.
- 4,246 educators participated in virtual and in-person professional development sessions.
- 198 educators and 100+ organizational partners joined our growing LABS teacher fellowship digital community.

Investing in Summer Learning

- 36,625 literacy books distributed through schools, community partners, and outreach events statewide.
- 1,783 families downloaded the digital activity book from MichiganLearning.org.
- 10,000+ visits to MLC Summer of Fun videos and resources on MichiganLearning.org.

Your Support Built This —Now Let’s Go Further!

Now, let’s take it to the next level! With your continued support, we can double your impact through additional funding and collaboration—expanding our commitment to every learner in Michigan. Your investment will be matched. It’s time to mobilize! Parents, grandparents, neighbors, organizations—every Michigander—let’s come together and move Michigan from a lagging state to a leader in education!

Support Provided By:

The State of Michigan



Donald & Mary Kosch



www.michiganlearning.org