

Statewide Learning.
Local Impact.



2025 IMPACT REPORT

January 2025 - December 2025

TEACH,
PRACTICE,
REINFORCE.
AT NO COST.
ALWAYS.

READ,
Write,
ROAR!

STORY
PIRATES

MATH
NIGHTS!

EXTRA
CREDIT

LABS
Michigan Learning Channel
A Public Media Partnership

ON LOCATION
with Michigan Learning Channel

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As we reflect on the work of the Michigan Learning Channel in 2025, one word rises above all others: **momentum**.

What began as a bold statewide response has grown into a trusted learning infrastructure serving Michigan's learners, families, and educators every day. This year's impact confirms what we have long believed: when high quality educational media is paired with strong partnerships, educator voice, and community engagement, the results are meaningful, lasting, and growing.

In 2025, the Michigan Learning Channel (MLC) expanded its reach across the state through broadcast television, digital platforms, and in-person engagement, ensuring equitable access to learning regardless of zip code or connectivity. Educators, families, and learners turned to MLC not only for content, but for trusted, Michigan-aligned tools that support learning at home, in classrooms, and across communities.

This year also marked the launch of a refreshed Michigan Learning Channel website, designed to make it easier than ever to discover, access, and use our growing collection of instructional tools, videos, activity guides, and educator resources. This improved digital experience reflects our commitment to meeting educators and families where they are, while streamlining access and expanding impact.

We saw continued growth in early literacy and educator engagement, aligned with the priorities of our great state. Read, Write, ROAR! strengthened family literacy practices statewide, while The Planning Period, a digital series supporting teachers, elevated Michigan educators by sharing practical strategies and spotlighting innovation across our state. Student-centered initiatives such as the Iconic Michigan Fellowship amplified youth voice and deepened place-based learning across diverse communities.

Just as important, MLC continued to show up in communities through local station partnerships, literacy festivals, STEAM events, and family learning experiences that bring educational media beyond the screen and into everyday life. The progress reflected in this report is the result of a powerful statewide collaboration among Michigan's public television stations, educators, community partners, and funders. The Michigan Learning Channel continues to scale as both a platform and a partnership, rooted in trust, evidence, and a shared commitment to Michigan's learners.

As we look ahead, this report represents not an endpoint, but a strong foundation for what is to come. Together, we are building a more connected, accessible, and responsive learning ecosystem for Michigan.

With gratitude, Your Michigan (& Beyond) PBS Education Partners:

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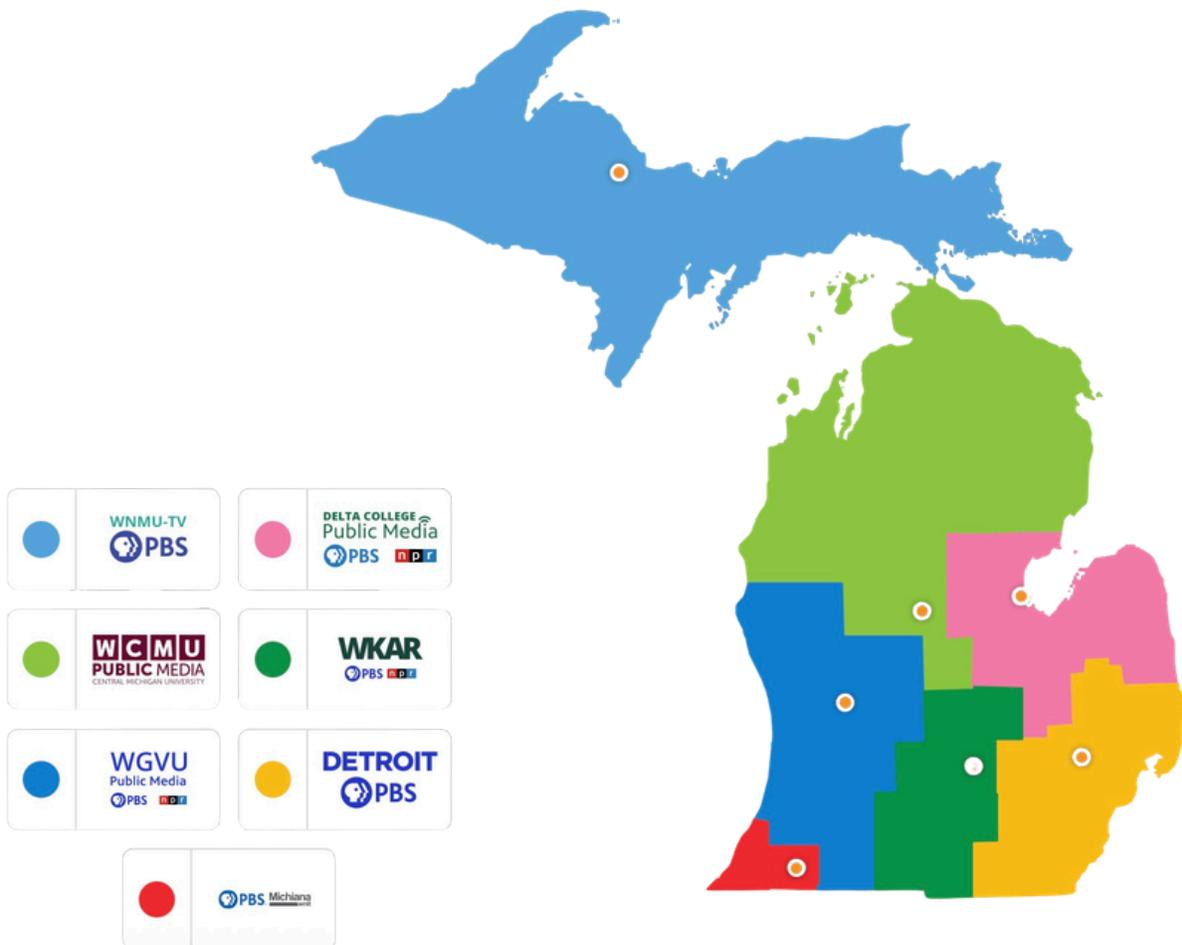
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The Michigan Learning Channel (MLC) is a statewide education service powered by all seven of Michigan's public television stations*—working together to ensure every learner, family, and educator can access high-quality resources, everywhere in the state. Through this unified public media partnership, MLC expands learning beyond the classroom with trusted materials, enrichment opportunities, and community engagement that meet people where they are.

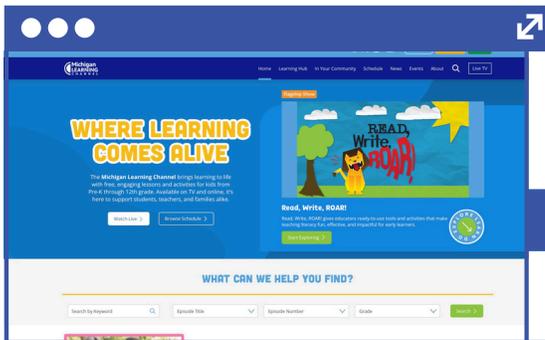


Note: WNIT is licensed in Indiana and serves parts of southwest Michigan via broadcast signal. Inclusion on this map reflects audience reach only.

our Holistic Approach to Education

The Michigan Learning Channel (MLC) was established to improve student literacy and learning. That commitment continues to evolve and refine its statewide education platform to meet the evolving needs of Michigan students, families, and educators.

Guided by community input and data-informed priorities, MLC delivers accessible, relevant learning resources that support academic growth, career readiness, and lifelong learning.



Enhancing Access to Educational Resources

MLC's digital platform serves as a centralized hub for educators, families, and learners across Michigan. Guided by user feedback, it improves access and discoverability—connecting trusted learning resources across home, school, and community.

Early Learning, Literacy & Academic Readiness

Challenge: Gaps in early learning and persistent challenges in literacy and math can limit long-term academic success.

Impact: MLC strengthens early literacy, numeracy, and foundational skills while supporting smoother transitions into kindergarten and beyond—particularly for families in underserved communities.

Career, Civic & Real-World Connections

Challenge: Limited exposure to career pathways and civic learning can disconnect education from real-world application.

Impact: MLC connects learning to careers, civic engagement, and media literacy—helping learners build critical thinking skills, confidence, and future readiness.

Place-Based & Michigan-Centered Learning

Challenge: Learning that lacks local context can reduce engagement and community connection.

Impact: MLC integrates Michigan history, culture, and industries into educational experiences—fostering relevance, state pride, and stronger ties between learning and local communities.

Educator Support & Professional Learning

Challenge: Educators need flexible, high-quality professional learning aligned with evolving classroom needs.

Impact: MLC provides accessible professional learning that supports instructional quality, collaboration, and alignment with Michigan Academic Standards—strengthening educator effectiveness statewide.

Character, Leadership & Youth Voice

Challenge: Gaps in character-building supports, executive function, and student voice can limit the development of resilience, responsibility, and collaboration—skills essential for academic and workforce readiness.

Impact: The Michigan Learning Channel strengthens character-building skills such as communication, perseverance, teamwork, and leadership, helping students build confidence and lifelong success.

Spotlight Programs



IN ACTION

Read, Write, ROAR!

Read, Write, ROAR! is Michigan Learning Channel's flagship English Language Arts program covering Preschool to 6th Grade. The Michigan Learning Channel partnered with MAISA and real Michigan teachers and literacy coaches to create educational video lessons and corresponding activity sheets that align to Michigan teaching standards and the Literacy Essentials.

New in 2025

- Expanded upper elementary reading and writing lessons
- Continued alignment to Literacy Essentials and Michigan standards
- New "Read, Write, ROAR!" Home Connections tools to support families beyond the classroom



IMPACT AT-A-GLANCE

97%

of caregivers found the "Read, Write, ROAR!" activity books easy to use.

89%

of sampled caregivers agreed or strongly agreed that "Read, Write, ROAR!" materials improved their confidence in helping their child learn to read.

90%

of sampled caregivers agreed or strongly agreed that "Read, Write, ROAR!" materials helped children learn how to read.



Discover the full library of **Literacy Essential** videos by scanning the QR code.

ONE OF THE BEST PROJECTS I HAVE EVER PARTICIPATED IN WAS MY COLLABORATION WITH PBS FOR THE MICHIGAN LEARNING CHANNEL'S READ, WRITE, ROAR! UPPER ELEMENTARY. IT WAS A MEANINGFUL OPPORTUNITY TO CONNECT MY TEACHING PRACTICE WITH A WIDER AUDIENCE OF LEARNERS AND FAMILIES, AND TO SUPPORT STUDENTS IN BUILDING STRONG LITERACY SKILLS IN A FUN, ENGAGING WAY."



IN ACTION

MLC Summer Activity Books

JUNE-AUGUST 2025



Early Learning, Literacy & Academic Readiness

Summer Is Fun! is MLC's 8-week, no-cost summer learning program that kept Michigan kids—especially our youngest learners—curious, confident, and engaged while school was out.

Serving Early Learners through Upper Elementary, the program delivered weekly grade-level video lessons paired with hands-on activity books, supporting academic learning, social-emotional growth, wellness, and exploration through broadcast and on-demand platforms statewide.

IMPACT
AT-A-GLANCE

21,000+

Books Distributed to
Partner Stations in
Michigan

7 Partner Stations

distributing learning resources to
communities across Michigan, from
Detroit to the Upper Peninsula.

5,700+

Books Ordered by
Additional Schools in
Michigan



IN ACTION

Detroit Lions Literacy Fest

OCTOBER 2025

Early Learning, Literacy & Academic Readiness



Detroit Lions' Roary enjoyed storytime with Ryan the Lion's literacy book—all part of the Read, Write, ROAR! literacy fun.

Through a hands-on, problem-solving experience inspired by Odd Squad, students strengthened core literacy skills including vocabulary development, decoding, inferencing, comprehension, collaboration, and storytelling—bringing Read, Write, ROAR! learning to life beyond the screen.

IMPACT AT-A-GLANCE

75+
students engaged in
interactive literacy
activities

20+
adults and educators
participated

Schools traveled
from across
Michigan, with some
traveling **3+ hours**
to attend

Educators received
resources to extend
learning in classrooms
and at home

"THIS HAS BEEN A REALLY COOL STATION FOR THEM. THEY'RE SUPER HANDS-ON AND REALLY ENGAGED—EVEN AT THE END OF THE DAY. THEY'RE WORKING AS A TEAM AND GIVING EACH OTHER ADVICE. YOU ALL ARE DOING AN AMAZING JOB."

ICONIC



IN ACTION

Iconic Michigan Fellowship

LATE 2024 - JUNE 2025

Place-Based & Michigan-Centered Learning

Whole-Child Development & Youth Voice

Iconic Michigan is a statewide digital-storytelling fellowship that equips educators with real-world media skills, expands student literacy, and celebrates the people, places, and histories that make Michigan unique.

Now in its third year, the 2024–2025 fellowship brought together educators from every corner of the state—and resulted in extraordinary student learning, community pride, and powerful Michigan-made stories.

The 2025 Iconic Michigan Fellowship:

- Scaled high-impact learning statewide
- Strengthened literacy through joyful, authentic storytelling
- Equip educators with lasting tools and confidence
- Built community connections and pride
- Amplified student voice and Michigan identity



SCAN TO EXPLORE ICONIC MICHIGAN STORIES, RESOURCES, AND TOOLS.

*This is Michigan storytelling—
by students, for Michigan.*

IMPACT AT-A-GLANCE



22 educators from 22 school communities (public, charter, and religious schools)



44 media kits distributed, providing long-term production tools educators keep for future student projects



70+ student-produced mini-documentaries highlighting local history, culture, environment, and community identities

CAREER EXPLORATION MONTH

Cool Career Resources
Career Curiosity and
Career Tips from Career Experts

IN ACTION

The Planning Period

ONGOING DIGITAL SERIES

Educator Support & Professional Learning

The Planning Period is a teacher-centered series designed to support, celebrate, and inspire educators across Michigan. The show creates space for meaningful professional growth through mini professional-development segments, timely PBS resources, and practical classroom strategies educators can use right away.

Each episode also highlights innovative and impressive teachers from around the state, elevating their voices and ideas while offering fresh approaches to spark curiosity, creativity, and learning for kids of all ages.



IMPACT
AT-A-GLANCE

20
episodes published
in 2025

1,937
views total

Most Viewed Episode
Lessons About Autism and
Communication from PBS Kids'
Carl The Collector

September 2025

A CONTINUUM OF LEARNING FOR MICHIGAN

Learning Across Ages

The Michigan Learning Channel supports (MLC) learners from early childhood through career exploration, providing free, standards-aligned resources that grow with students as their needs evolve. Literacy is the foundation, but MLC extends learning across subjects, grade levels, and learning environments to support lifelong growth.

Through engaging media, hands-on activities, and educator-informed design, MLC helps students build skills in reading, math, science, media literacy, and civic understanding—at school, at home, and in the community.



Read, Write, ROAR!

Elementary (PreK–Grade 5)
Literacy

Standards-aligned literacy lessons taught by Michigan educators, building strong reading and writing skills at school and at home.



“I Feel” | WKAR

Elementary (PreK–K)
Emotional Learning

“I Feel” helps children ages 4–8 build emotional awareness by guiding them to name, understand, and express their feelings using simple, age-appropriate language.



Curious Crew | WKAR

Middle School (Grades 4–8)
Science & STEM

Hands-on science investigations that spark curiosity and introduce real-world STEM concepts through experimentation.



Story Pirates

Elementary (Grades 2–5)
Reading & Creative Writing

Comedy-driven storytelling that turns kids’ original writing into songs and sketches—fueling imagination, confidence, and a love of reading.



Kid Civics | Delta

Elementary School (Grades 1–5)
Civics

Kid Civics helps elementary students understand how the U.S. government works through engaging lessons that introduce foundational civic concepts in age-appropriate ways.



DIY Science Time

Middle School (Grades 5–8)
Science

Simple, engaging experiments and demonstrations that make science accessible, fun, and easy to try at home or in the classroom.

WNMU-TV PBS

HIGH SCHOOL BOWL



SPOTLIGHT PROGRAM

High School Bowl

High School (Grades 9–12)
Academic Competition

A beloved, fast-paced quiz competition bringing together high school teams from Northern Michigan and Wisconsin to showcase knowledge across history, science, literature, geography, art, music, and math.

Now in its 2025–26 season, High School Bowl builds on nearly five decades as WNMU-TV PBS's flagship local program, with expanded statewide reach through the Michigan Learning Channel—continuing to celebrate student achievement, teamwork, and academic excellence.



On Location

High School (Grades 9–12)

Social Studies, Science & Career Exploration

Place-based storytelling that explores Michigan's history, environment, and industries—connecting academic concepts to real-world people, places, and pathways.

Statewide Engagement: Spotlight Partner Content



Alia Foundation's Biannual Conference March 7, 2025



The Alia Foundation's Biannual Conference convened more than 80 educators at U-M Dearborn for sessions on AI, language education, and literacy. Educators praised the literacy resources shared—particularly Read, Write, ROAR!—for use in both classrooms and at home. This marked our second year participating in the event.



Collaboration Meeting April 28, 2025



Hosted at the Cass District Library Main Branch, this collaboration meeting focused on sharing educational resources and strengthening partnership opportunities. Materials provided included Michigan Learning Channel (MLC) educational flyers, SSIC books, and MLC Activity Books. Dozens of books were distributed with plans for additional sharing across other branch locations to expand community access to these learning resources.



Air Zoo STEAM Day June 21, 2025



WGTV partnered in an Engineering STEAM Day at the Air Zoo Aerospace & Science Center as part of the museum's free Summer STEAM Days series. Families and young learners engaged in hands-on science, engineering, art, and math activities led by the Air Zoo education team and community partners. Interactive stations and take-home projects fostered curiosity, creativity, and problem-solving, reinforcing the value of accessible, community-based STEAM learning.

Statewide Engagement: Spotlight Partner Content (Continued)



Farmer's Market at the Capitol August 16, 2025



WKAR Michigan Learning Channel sponsored the Farmer's Market at the Capitol during the summer season. From a Capitol-front location, the team promoted the Michigan Learning Channel and engaged families through simple activities that surfaced viewing habits, introduced newer PBS KIDS programs, and shared learning goals.



Mount Pleasant Discovery Museum Fall Fest October 17, 2025



WCMU-Michigan Learning Channel (MLC) participated in the Fall Fest at the Mount Pleasant Discovery Museum, hosting an outreach table with educational materials, MLC Activity Books, and hands-on activity kits. "Ryan the Lion" joined for photos and interactive moments, and newsletter promotion helped draw several families connected to the station.



2Gen Family Night November 10, 2025



Delta College Public Media partnered with the Literacy Network to raise awareness of multicultural and literacy resources for families. Hispanic- and Arabic-speaking families worked in groups on a hands-on challenge to build a structure taller than themselves while practicing English. The activity promoted teamwork and communication. As one facilitator shared, "It was great to see families working together," noting families were engaged and having fun.

How Far We Reach (2025)



Digital Reach & Engagement

Michigan Learning Channel's (MLC) digital ecosystem enables year-round, on-demand learning access, direct relationships with educators and families, and scalable statewide reach beyond linear schedules.

More people are finding and engaging with MLC — and the audience is getting bigger and broader.

Views
That
Took off

On-Demand
& Video

272,336

YouTube video views
(+164% Growth since 2023)

91,641

social video views
across Facebook, Instagram &
TikTok

Website
Reach
Growth

Website Traffic

87,693

website sessions

203,399

page views

61,911

users

All more than doubled since mid-2023

Platforms included: YouTube, MLC website, email newsletters, social media, streaming & live digital video. Source: Michigan Learning Channel and Detroit PBS internal digital analytics, including YouTube Analytics, Google Analytics 4 (GA4), Iterable (email marketing platform), Sprout Social, LinkedIn Analytics, JW Player, and DOMO streaming data.

Broadcast Reach & Access

Broadcast television ensures equitable access to educational content—reaching families where digital access may be limited, unreliable, or unavailable—while providing trusted, locally programmed learning at scale.

Michigan Learning Channel | WTVS 56.5

416,683

households reached in 2025

570,988

persons aged 2 or more reached



Direct Reach

Digital Newsletters

76,500+

combined email subscribers (Educators + Families, 2025)

1 million+ emails delivered annually across MLC newsletters

11-15% Average open rates

Growing Buzz

Social Media

787,831

social impressions (2025) across MLC platforms

5,738

LinkedIn video views (+375% Growth YoY)

In-Person Community Engagement

7

statewide partner stations

414+

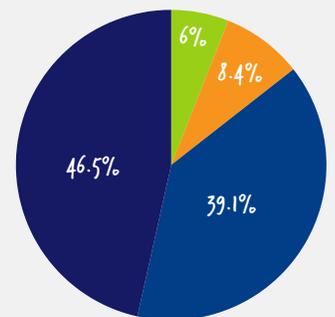
community events

55,985

attendees

Who We Reached

- Community Partners
- Educators
- Family Members
- Students



Source: MLC Airtable Partner Tracking Database, all events January–December 2025



TRUSTED. VALUED. ESSENTIAL.

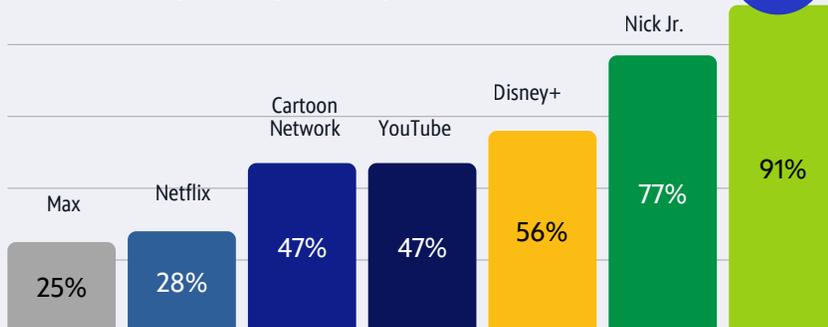
2026

For generations, families have trusted PBS to deliver educational content grounded in research, care, and public service. From early childhood through lifelong learning, PBS programming has supported curiosity, confidence, and critical thinking in homes and classrooms nationwide.

The Michigan Learning Channel builds on this trusted PBS foundation—extending the reach of PBS KIDS and educational programming through statewide partnerships, local engagement, and resources designed to meet Michigan families where they are.

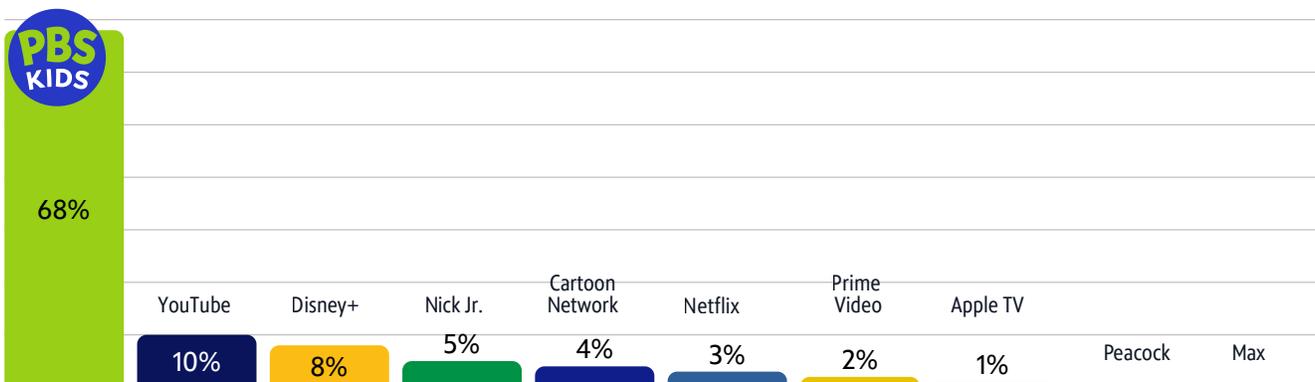
Parents say PBS KIDS helps prepare children for success in school.

Graph indicates “agree strongly” and “agree somewhat.”



PBS KIDS named most educational media brand.

Graph indicates “most educational.”





91%

of parents agree that PBS is a trusted and safe source for children to watch television and play digital games and mobile apps.



PBS KIDS videos average 13 million video users, and over 364 million streams across digital video platforms each month.

(Source: Google Analytics, Jan - Dec 2024, pbskids.org, PBS KIDS mobile, CTV, and games app.)

76%

of respondents agree that PBS stations provide excellent value to their communities.

PBS stations reach more children in low-income homes than any of the children's cable TV networks in one year.

(Source: Nielsen NPOWER, L+7, 9/25/23 - 9/29/24, M-Su 6A-6A Reach (000), PBS stations, select children's cable networks, K 2-11, H Inc<\$40K, 50% unif., 1+ min.)



THE MICHIGAN LEARNING CHANNEL, POWERED BY



THIS WORK WAS MADE POSSIBLE BY:



WILLIAM H. AND
PATRICIA M. SMITH
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THE
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AND VIEWERS LIKE **YOU** THANK YOU!



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