



Riley Broadcast Center | WTVS
1 Clover Court, Wixom, MI 48393-2247
248-305-3788 | DPTV.org

Request for Proposal for Michigan Learning Network Broadcast Network Design and Operation

Please return your proposal no later than 9/15/2020

Purpose

Detroit Public TV (DPTV) is seeking an agency to design and operate a new 6 station network for the Michigan Learning Network.

Since the beginning of the stay-at-home order due to the COVID-19 pandemic, DPTV in partnership with community educators and PBS have provided educational programming and associated digital resources to foster at-home learning across all grade levels. Through these relationships we were asked to lead a statewide effort to get educational programming and resources to every home in Michigan.

The Broadcast network will allow the Michigan Public Broadcasters to serve their viewers with curriculum based programming. This outlines the project's background, audience, and functional needs of the new channel.

Project Background

DPTV will lead Michigan's public television stations in launching a dedicated broadcast service statewide to support PreK-12 students, their parents, teachers, and the community. We call this service The **Michigan Learning Network**.

- Michigan's public television stations **reach 100% of homes in Michigan**, blanketing rural and urban areas challenged by limited internet access for online learning.
- DPTV would assemble the infrastructure to provide a dedicated **broadcast channel**, a **streaming service**, a variety of **digital and social media platforms for on-demand content**, and **extensive engagement** to ensure content is accessed statewide.
- DPTV would work in direct partnership with education stakeholders to **design and assemble content** in order to **match the state's merit curriculum calendar** for the school year.
- DPTV's platforms could provide a variety of **professional learning opportunities for educators** and early childhood service providers, helping them to adapt to new forms of pedagogy and sharing tools to build stronger student and parent relationships.
- The Michigan Learning Network would also serve **adult learners**, providing an on-ramp to **college and career certification programs**, in collaboration with unions, community colleges and universities, to help **fill high-need positions in the workforce**.



Riley Broadcast Center | WTVS
1 Clover Court, Wixom, MI 48393-2247
248-305-3788 | DPTV.org

- The channel would dynamic, **rapidly adapting** to changing needs and priorities.
- DPTV would launch strategies to **engage parents** more deeply in their children’s learning, encouraging strong partnerships with teachers and their local schools.

Public television has been providing engaging educational programming to young children for more than 50 years, and for 17 years in a row has been named the most trusted public institution in America. Launching an additional channel is not new to DPTV; in January 2017, we launched our 24/7 children’s channel, Detroit PBS KIDS, which excels in reaching low income and ethnic households and is one of the most viewed channels in the country.

Financial

All equipment would be owned by DPTV and all operation, maintenance and service would be the responsibility of the agency. Funding planned for this project is under the Governor’s Emergency Educational Relief Fund (GEER) from the State of Michigan for start-up acquisition.. Project is contingent upon confirmation of funding. No purchases shall be made from parties who have been debarred, suspended, or otherwise excluded by agencies, and contractors declared ineligible under statutory or regulatory authority on the System for Award Management.

Audience

The Michigan Learning Network will run on all six public television channels across Michigan, and this new Network will be the backbone for stations to localize. The content will initially be targeted to **Pre-K through 12th grade**. Eventually the evenings will have additional adult educational opportunities such as GED, college preparation and career and technical education (CTE).

Goals

- 24/7 broadcast channel
- Localization at the station level
- Complete available archival storage for station localization.
- Proxy files of all content
- Social media platform access to content
- Distribution with 99.999% reliability
- Content determined by Michigan Educational Standards
- Access to support 24/7
- Streaming of local broadcast

Technological and Functional Requirements

- Develop, build, operate, and monitor a statewide SD channel to 6 stations



Riley Broadcast Center | WTVS
1 Clover Court, Wixom, MI 48393-2247
248-305-3788 | DPTV.org

- Each station will require a new 6 channel encoder to accommodate their current channel payload and this additional channel complete with PSIP, EAS, and bug. Encoder must be ATSC 3.0 software upgradable.
- Each station will have the capability to be able to individualize localization for their channel including crawls, program changes, and interstitials
- Each station will have the capability to stream their local programming to a streaming service
- Station feeds must have redundant output and paths
- System must use Protrack as the scheduling software for statewide and localization
- Agency will work with Myers in developing main the channel and the 6 stations localization
- Distribution to the 6 stations to be determined by Agency with 99.999% reliability
- All installation except for mounting, powering up and cable connection to be handled by the Agency
- Agency will maintain all programming and program library, stations will send programming to the vendor for quality control checks including calm act compliance and captioning, storage and/or playback. While programming may be submitted in different formats the program library will be a single format compatible with the playout server selected.
- Agency will develop a tiered single sign on system to control access to stations, ISD's, and educators
- Agency will ensure all programs once placed in archive or prepared for air must meet the technical requirements set forth in PBS's Technical Operating Specifications (TOS) Manual
- All stations are to have access to the program library via proxy files for local program selection
- Archive must have ability to output content in formats acceptable to all social media platforms
- Agency will monitor all 6 stations 24/7 for program errors or loss of signal and correct any deficiencies or notify station personnel if problem is determined to be out of the control of the Agency equipment, programming and service agreements
- Agency will supply Compliance monitoring and recording to each station per FCC rules
- Agency will provide any and all equipment necessary for a turnkey installation and operation of the MLN with \$0 additional cost to the station
- All program content to be the sole property of the Michigan Learning Network

All equipment will be the property of Detroit Public Television

Target Dates

- Must receive proposal by:9/15/2020
- Channel launch date: 60 days after contract signing
- A Q and A session will be held on 9/9/2020 at 2pm EDT please email jmark@dptv.org for invitation

Please submit proposals no later than 9/15/2020 to:

John Mark
VP Technical Services
Detroit Public TV & WRCJ 90.9 FM
1 Clover Court Wixom, MI 48393
Direct: 248.305.3760, jmark@dptv.org