May 15, 2015

The University of Michigan (U-M), its Bicentennial Advisory Committee, and U-M Development are pleased to be working with Detroit Public Television (DPTV) in co-producing a series of historical vignettes to mark the U-M bicentennial in 2017.

As production partners, DPTV and U-M are documenting an initial eight to ten key stories in the history of the university that illustrate ways in which the institution ignited the sparks necessary for world-changing minds, attitudes, and accomplishments from the 19th century through the new millennium.

Each vignette will be presented in a one-minute broadcast version that can run on DPTV, Detroit's PBS station, during prime-time and weekend station breaks. These short versions will direct viewers to websites including the related U-M websites and to DPTV's *University of Michigan Legacy of Leaders* On-Demand website. Online viewers will be able to watch full-length 6-7 minute versions that go more in-depth on each subject. They will be fully shared using social media by both institutions and others. The longer versions will also be combined as part of an hour-long program special to air on DPTV during 2017.

U-M is providing DPTV with access to its extensive historical records and experts. DPTV in turn is crafting the broadcast and online vignettes in the co-production arrangement, which will also give U-M students opportunities to gain internship experience in research and production.

The project depends on donations to DPTV to cover the costs of production. Therefore, DPTV is seeking the funding to cover the production and initial distribution costs in coordination with U-M. U-M encourages and looks forward to recognizing such support of DPTV for this important bicentennial story-telling project. Together, we thank you for your consideration.

Sincerely,

Jerry May
Vice President for Development

Gary Krenz
Executive Director, U-M Bicentennial