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Press Release
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Career-Tech Center Film & New Media Program Earns Excellence in Practice Award from Michigan Department of Education

Award represents fifth state honor for this regional Career-Tech Center

Traverse City --- Traverse Bay Area Intermediate School District (TBAISD) Career-Tech Center **Film and New Media Program** will be honored in Grand Rapids on January 28 by the Michigan Department of Education Office of Career and Technical Education with the prestigious **2019 Excellence in Practice Award**. Each year the Michigan Department of Education Office of Career and Technical Education recognizes one successful, exemplary, state-approved career and technical education (CTE) program that demonstrates outstanding outcomes, produces measurable results, and leads to documented success in employment or postsecondary education/training.

The TBAISD CTC Film & New Media Program is a two-year program which provides students with an introductory overview of film and video production through lecture, structured curriculum, brainstorming exercises and active learning experiences with state-of-the-art professional audio/video equipment and desktop computer graphic technology. Students gain experience in pre-production, production and post-production as well as an introduction to film history and theory. More importantly, academic integration of language arts curriculum pushes students to communicate effectively by writing and story-telling through video and new media applications.

CTC's Film and New Media instructor Tom Mills says, "Visual communication has transformed the way people and businesses communicate. The Film and New Media program offers a unique opportunity for students to learn to use a variety of media tools and how to communicate effectively using, what I like to call, the most powerful media tool of our time—on-line video."

This is the **fifth** Excellence in Practice Award for the TBAISD Career-Tech Center. This regional education center was previously honored in **2016** with proven success in expanding student opportunities across secondary and post-secondary education through the TBA Early College programming; in **2015** the Manufacturing Technology Academy was selected for exemplifying the highest standards in preparing high school students for career and college readiness; in **2013** the Teacher Academy was recognized for rigorous academic and work-based learning opportunities in the field of teaching; and in **2011** for providing quality academic integration and authentic delivery of Michigan Merit Curriculum in its career and technical programs through targeted Instructional Leadership.

To learn more about the Traverse Bay Area ISD Career-Tech Center call 231-922-6273 or go to www.tbaisd.org

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