WNMU-TV
Marquette, Michigan

Local Content & Service Report

July 1, 2011 – June 30, 2012

Providing Cultural & Educational Resources That Make a Difference

WNMU-TV's website has about 45,000 page views annually, with about 1,400 viewers from Michigan and Wisconsin accessing the site each month. We provide the most accurate schedule information for our three channels, and about 100 different programs are highlighted each month. Most of our local productions are available to watch online and about 5,000 viewers visited our video site in FY '11-'12, an average of 424 per month.

In FY2011-12, about 4,300 families contributed to the station with membership gifts which, along with business underwriters, provided about 25% of WNMU-TV's income. 38% of our financial support came from Northern Michigan University, and 37% from the Corporation for Public Broadcasting, for total revenue of $1,887,485.

WNMU-TV's mission is to provide the communities in our region with programming and media services that inform, inspire and educate. Locally produced programs like ***High School Bowl***, ***Media Meet*** and the popular ***Ask the...*** call-in series provide viewers with original content that enhances their lives, especially in our sprawling broadcast area of widely spaced small communities in the Upper Peninsula of Michigan and Northern Wisconsin. WNMU-TV has strived to meet these goals since 1972.

After meeting the challenge to switch to digital broadcasting in 2009, WNMU-TV has moved on to implement more technological improvements. In 2012, we completed our high-definition production studio. With the addition of HD studio cameras in the summer of 2012, all of our locally-produced programs now originate in HD. This new state-of-the-art equipment is also expanding "hands-on" training potential for Northern Michigan University broadcasting students and high school interns. Our production staff has enjoyed learning along with the students, and the integration of new equipment has greatly increased the amount of one-on-one training time spent with students.

New technology that transmits our channel across the U.P. via Internet Protocol (IP) has improved reliability for cable viewers in Sault Ste. Marie who now have more viewing choices on all three WNMU-TV digital channels.

Future plans for new tecnology include submission of a grant to fund standby power at our WNMU transmitter, which will improve reliability of over-the-air broadcasts.

In July 2011, WNMU-TV enhanced primetime programming on our third channel, TV13/Plus, by adding a block of how-to and talk shows that mirrors our late afternoon schedule on 13.1. Primetime viewers now have a new alternative from 7-10 pm Monday-Friday when they can watch public affairs, business news, exercise, cooking, travel, gardening and woodworking programs.

Community & Educational Partnerships

Iron Mountain played Negaunee in the championship of the 2011-12 ***High School Bowl*** *tournament.*

Michigan DNR personnel visit the WNMU-TV studios on April 19, 2012 to answer viewer questions on ***Ask the DNR****.*

Author Moustafa Bayoumi discusses the challenges facing Muslim Americans on the February 25, 2012 edition of ***Media Meet****.*

When it comes to community involvement, nothing compares to WNMU-TV's ***High School Bowl***. For over 34 years, schools across our broadcast region have assembled teams of bright students to compete in this academic tournament. ***High School Bowl*** offers students an opportunity to display their knowledge of core academic subjects like science, music, language, math as well as other areas of interest such as pop culture and sports. WNMU-TV receives support from area businesses, individuals and community schools to help fund the production. With about 240 students and their coaches participating each year from 40 Upper Peninsula and Northern Wisconsin schools, ***High School Bowl*** remains our most highly rated local program. In 2011-12 nineteen hours of ***High School Bowl*** programs were produced in our new 39-game per season format.

Media Meet is our weekly public affairs program featuring news-makers, authors, scientists, and politicians being interviewed by a local media panel. Topics addressed in the 2011-12 season included regional air service, lake eutrophication, children's issues, rewriting the Marquette city charter, chemical substance abuse, and the court system. Thirty half-hour programs were produced.

WNMU-TV's most practical and timely series is the weekly ***Ask the...*** call-in featuring Doctors, Lawyers, Realtors, CPAs and the Michigan DNR. In the 2011-12 season, 32 hours of call-in programs were produced and broadcast live. Phone volunteers received over 3,600 calls from viewers in the Upper Great Lakes region.

In spring 2012, WNMU-TV began a new partnership with our neighbor Marquette General Hospital to plan a series of shorts on health-related topics such as obesity, smoking, nutrition, diabetes, and chest pain. Three-minute ***Improving Your Health*** segments began airing in summer 2012.

WNMU-TV's Education Advantage

*Top: A student Producer directs **Public Eye News** in WNMU-TV's new HD control room; bottom: **Public Eye News** student anchors on the set. Under the direction of student producers, **Public Eye News** students create a daily live 15-minute newscast. Participants get to experience different crew positions, and work on a deadline in a professional environment. From news-gathering, to writing, to anchoring the newscast, everything on **Public Eye News** is done by students.*

In 2012 WNMU-TV continued its long history of providing educational broadcast services to K-12 schools throughout the U.P. and northeastern Wisconsin, providing about 400 hours of content for use by teachers. In addition to regular daily instructional broadcasts, we offered electronic field trips — live interactive programs visited Colonial Williamsburg in Virginia, Saguaro National Park and explored the Folger Shakespeare Library.

Our prime-time schedule featured numerous PBS series (e.g., ***NOVA***, ***Frontline***, etc.), used by area community colleges and universities as part of their tele-course offerings, some for college credit.

WNMU-TV also provides hands-on education with ***Public Eye News***, a unique live, weekday newscast that is completely produced and run by broadcasting students at Northern Michigan University. In the 2011-12 school year over 30 student volunteers and interns produced 118 fifteen-minute programs featuring local news, weather reports, Associated Press wire service news, and CBS News Path video features, as well as original local news packages produced by broadcasting students.

Students participating in this program often, after graduation, go on to various media-related careers at other stations. The experience they gain at NMU, learning the pressures of live broadcasting and upholding high journalistic values, helps place them at the "front of the pack" when it comes to competing for entry level positions.

In 2012, WNMU-TV began preparation to broadcast a series of student-produced sports events. Northern Michigan University football and hockey games will be produced by Students from NMU's BC 310 "Sports and Special Events" class. The students will do all of the camera work, play-by-play and production, and games will air on Channel 13.2, TV13HD.

Northern Michigan University

WNMU-TV is a viewer-supported public service of Northern Michigan University.

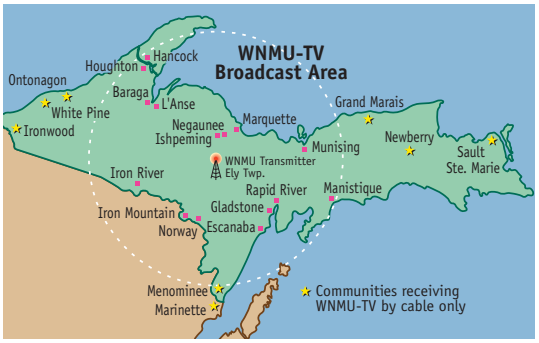
Community Safety & Cultural Enrichment

***Spellbound: Mauvais Sort in Marquette**, a performance documentary produced by NMU faculty and students, aired on WNMU-TV in September and October 2011.*

WNMU-TV provides National Weather Service (NWS) broadcasts and WNMU-FM public radio audio on its secondary audio program (SAP) channel on both over-the-air broadcast and cable TV feeds. The station also distributes health and safety information with potentially life-saving alerts and updates when hazardous weather, homeland security threats or other emergencies pose a danger to life and property. This is especially important for the large rural and aging population of the Upper Great Lakes region served by WNMU-TV.

We like to think that WNMU-TV enriches the culture of the U.P. region with all our broadcasts, but our special mission is to provide locally-produced and locally-related content. In 2011-12, in addition to our locally produced series, we aired 17 Michigan-related specials that covered Michigan history, natural resources, Native Americans, state politics, business, science and education; plus a 13-part series on Michigan sports legends.

One of those Michigan specials was extra special – a locally-produced performance documentary featured the French Canadian ensemble, Mauvais Sort. NMU students and faculty produced ***Spellbound: Mauvais Sort in Marquette*** that documented Mauvais Sort's visit to Marquette, community workshops, and a spellbinding performance at Northern Michigan University.



WNMU-TV is the only non-commercial TV option available to a region larger than Connecticut, Delaware, Massachusetts and Rhode Island combined. Since 1972, WNMU-TV has been a partner with the communities of the Upper Peninsula of Michigan and Northern Wisconsin and an invaluable resource for the delivery of cultural enrichment and educational content at all levels of learning.

WNMU-TV Productions – 2011-12 Season

Media Meet

WNMU-TV's weekly public affairs program explores the issues that are important to the people of the Upper Great Lakes region.

2011-12 *Media Meet* Programs:

7/9/11	Rockland, the Opera
7/16/11	Michigan Since the Mid-terms
7/30/11	Michigan Veterans Overview
8/6/11	Smoking Cessation
8/20/11	A Democrat's Capitol Update
8/27/11	Governor Rick Snyder
9/3/11	Senator Debbie Stabenow
9/10/11	Chemical Substance Abuse
9/17/11	The President's Job Plan
10/8/11	Domestic Violence Awareness
10/15/11	Rewriting the Marquette City Charter
10/22/11	Marquette Schools Millage Proposal
10/29/11	Children's Issues
11/12/11	EMS, Then and Now
11/26/11	Health Care Watch
12/17/11	Elections
1/7/12	2011 Year in Review
1/21/12	The Courts
1/28/12	Exporting the U.P.
2/4/12	Michigan Democratic Party Update
2/18/12	Marquette Regional History Center
2/25/12	Young and Muslim in America
3/17/12	Upstreaming Marquette General
3/31/12	U.S. Senator Carl Levin
4/7/12	1st District Congressman Dan Benishek
4/28/12	Regional Air Service
5/5/12	Library Scholarship
5/26/12	Lake Eutrophication
6/9/12	President Wong Leaves NMU
6/23/12	John Smolens: On Books and Writing

What's U.P.

Local groups promote events on this 3-4 minute community calendar interview program.

2011-12 *What's U.P.* Topics:

Hiawatha Music Festival
Marquette Area Blues Festival
U.P. Indian Education Camp
Performing Arts
Mauvais Sort
NMU Archives: CCI Digitization
Why Vegan?
Forks Over Knives
SHARE (October)
Youth Theatre
High School Concert
Chefs/Domestic Violence
Voice on the Water
Evening at the Archives
Girl Scout Cookies
SHARE (January)
4th of July Parade
Pow Wow
Mostly Mozart
Young Authors
Remembering Those Who Served
History Tour: Tombstone Detectives
History Tour: History on Two Wheels
History Tour: Back to the Swamp
Scandinavian Midsummer Festival
Crystal Falls Theatre

WNMU-TV Specials:

12/17/11 – NMU Midyear Commencement Live from the Superior Dome, 120-minute program

5/5/12 – NMU Spring Commencement Live from the Superior Dome, 120-minute program

WNMU-TV Productions – 2011-12 Season

Ask the DOCTORS | Ask the LAWYERS | Ask the JUDGES | Ask the DNR | Ask the Realtors | Ask the CPAs

Ask the...

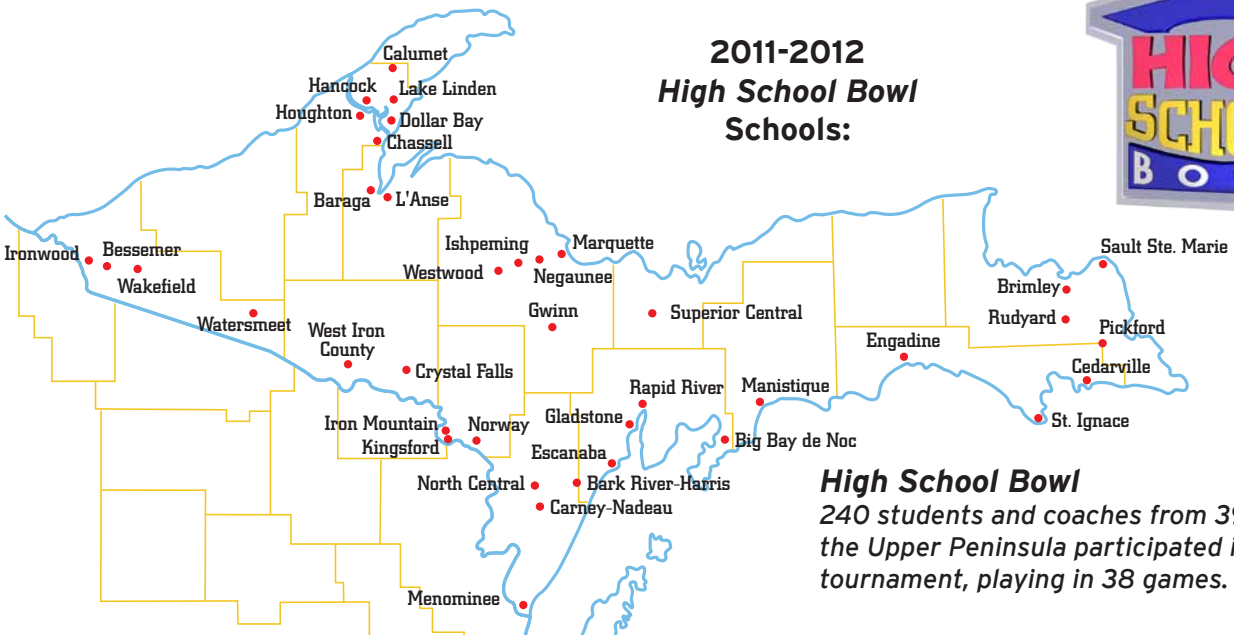
Experts in the fields of Medicine, Law, Finance, Real Estate and Natural Resources visited the WNMU-TV studios to answer phoned in questions from viewers in this series of live Thursday night broadcasts.

2011-2012 *Ask the* Series:

9/8/11	Ask the Doctors: General Health
9/15/11	Ask the Lawyers
9/22/11	Ask the Doctors: Sports Medicine
9/29/11	Ask the DNR: Bird Hunting, Pre-Deer Season, Fishing
10/13/11	Ask the Doctors: Women's Health
10/20/11	Ask the Lawyers
10/27/11	Ask the Doctors: General Health
11/3/11	Ask the DNR: Deer Season, Bear Season
11/10/11	Ask the Doctors: Diabetes
11/17/11	Ask the Lawyers
12/1/11	Ask the DNR: Snowmobiling, Post-Deer Season
12/08/11	Ask the Doctors: Senior Health
12/15/11	Ask the Lawyers
1/12/12	Ask the Doctors: General Health/Orthopedics
1/19/12	Ask the Lawyers
1/26/12	Ask the Doctors: General Health
2/9/12	Ask the Doctors: Children's Health
2/16/12	Ask the Lawyers
2/23/12	Ask the Doctors: Heart Health
3/1/12	Ask the CPAs
3/22/12	Ask the Doctors: Eye and Vision
4/5/12	Ask the Lawyers
4/12/12	Ask the Doctors: Digestive Health and Diet
4/19/12	Ask the DNR: Fishing Season, Wildfire Prevention
4/26/12	Ask the Doctors: Men's Health
5/3/12	Ask the Realtors
5/10/12	Ask the Doctors: The Brain and Stroke
5/24/12	Ask the Doctors: General Health
5/31/12	Ask the DNR: Water Sports, Camping and Recreation
6/7/12	Ask the Doctors: Cancer Treatments
6/14/12	Ask the Lawyers: Elder Law Special
6/21/12	Ask the Doctors: Summer Health

2011-2012 *High School Bowl* Schools:

HIGH SCHOOL BOWL



High School Bowl

240 students and coaches from 39 schools in the Upper Peninsula participated in the 2011-12 tournament, playing in 38 games.