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.

The power of nature found in Michigan’s Upper Peninsula is a familiar sight to many and up until this year, a significant concern to WNMU-TV. Severe weather often brings with it the probability that a power outage might take the station off the air. WNMU serves as a primary emergency alert facility for the Central Upper Peninsula region, providing a vital communications link between viewers and emergency services providers. This year, WNMU-TV significantly improved on-air reliability by installing a back-up power generator at its main transmitter site. With *stand-by power*, our station will remain on-the-air during storms and other conditions that cut power around our region. As a result, severe weather alerts, emergency messages as well as regular programming will continue to be available to viewers even during the worst weather conditions.

During 2012-13, WNMU-TV enhanced our program schedule with the addition of new local video projects that feature NMU sports and health information.

In 2012, WNMU-TV began an exciting new partnership with our neighbor Marquette General Hospital to produce a series of informative shorts on health-related topics such as obesity, smoking, nutrition, diabetes, and chest pain. Nine videos have been produced featuring MGH physicians, and the 3-minute *Improving Your Health* segments began airing on WNMU-TV in summer 2012.

We also expanded our relationship with the University's “Sports and Special Events” course by airing several NMU sporting events produced by students as part of their class. Read more about NMU sports events on page 3.
Community & Educational Partnerships

When it comes to community involvement, nothing compares to WNMU-TV’s **High School Bowl**. For over 35 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 250 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 2012-13, 20 hours of **High School Bowl** programs were produced and viewer support was stronger than ever, with 17 families contributing as Question Sponsors and Program Patrons for the series.

**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 2012-13 season included poetry, prescription drug disposal, suicide prevention and other mental health issues, the Affordable Care Act and how it affects local residents, Michigan politics, Canadian-American relations, emergency medical services, wolf hunting in the U.P., resources for the production and distribution of locally grown food, recreational trails and tourism, and the 2012 elections. Sixty-four different guests appeared, and we produced 29 half-hour programs, including several debates featuring candidates running for local and state offices, and a **Media Meet** special exploring the 2012 Michigan Ballot Proposals.

WNMU-TV’s most practical and timely series is the weekly **Ask the...** call-in featuring Doctors, Lawyers, Realtors, CPAs and the Michigan DNR. Through partnerships with local health providers and professional organizations, along with the Michigan Department of Natural Resources, WNMU-TV was able to present 94 different guests who shared their expertise with our viewers. In the 2012-13 season, 32 hours of call-in programs were produced and broadcast live, and over 1,200 viewers called in questions for our expert panels.
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 special electronic field trips – live interactive programs visited Colonial Williamsburg in Virginia, and covering topics in American history and science.

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 2012-13 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. Participants in this unique program often go on to various media-related careers. 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.

During 2012-13, WNMU-TV continued with its development of NMU Sports programming. The station’s local production capabilities includes high definition, mobile production equipment that allows the station’s television staff to produce content from nearly any location on the University’s campus. In fall 2012, the station aired selected football & hockey games on WNMU’s Channel 13.2, TV13HD and is also preparing to add Division I WCHA hockey games in the future. Production crews are comprised of station staff, as well as students from NMU’s “Sports and Special Events’ class. Students are involved in all aspects of the production and receive essential training in developing the production skill set that allows them to be successful in television production careers after graduation.
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 2012-13, in addition to our locally produced series, we aired several Michigan-related specials that covered Michigan elections, cultural resources, history and education.

One very special program documented the U.S. premiere of the 2011 opera *Rockland*, in Houghton, Michigan. The opera brought to life a forgotten piece of local labor history. Based on an eyewitness account of the miners’ strike at the town of Rockland in Ontonagon County in 1906, *Rockland* was staged by the Pine Mountain Music Festival in collaboration with the Jokilaakso Music Foundation of Nivala, Finland. The opera was sung in both Finnish and English and this international production was fueled by the efforts of many Upper Peninsula arts supporters.

In FY2012-13, viewers made about 3,400 membership gifts to the station which, along with business underwriters, provided about 24% of WNMU-TV’s income. 39% of our financial support came from Northern Michigan University, and 37% from the Corporation for Public Broadcasting, for total revenue of $1,865,960.
WNMU-TV Productions – 2012-13 Season

2012-13 Media Meet Programs:
7/14/12 Poet Laureate Donald Hall
7/28/12 Michigan's Returning Veterans
8/4/12 Prescription Drug Disposal: P2D2
8/11/12 Affordable Care Act Update
9/22/12 Inside Michigan Politics
9/29/12 109th District Michigan House Debate
10/6/12 Canadian American Relations
10/13/12 108th District Michigan House Debate
10/27/12 110th District Michigan House Debate
11/1/12 Special: Michigan Ballot Proposals 2012
11/3/12 Revised Marquette City Charter Proposal
11/17/12 Forest Products Business & Policy
11/24/12 The Canadian Economy
12/8/12 Suicide Prevention
12/15/12 Micropolitan Strategy
1/12/13 2012 in Review
1/26/13 Healthcare 2013
2/9/13 Michigan Democrats 13
2/23/13 Upper Peninsula EMS Past & Future
3/2/13 Michigan 38th Senate District Update
3/16/13 Fixing the Debt
3/23/13 1st Congressional District Update
4/6/13 Michigan House Democrats 2013
4/20/13 Michigan, the Trail State
5/11/13 Mental Health and Public Safety
5/25/13 John Kivela: Mayor to State Rep
6/8/13 Wolf Hunt in the U.P.
6/22/13 Lt. Governor Brian Calley
6/29/13 Local Food Resources

2012-13 What’s U.P. Topics:
Native American Month
NMU Archives
Beaumier Heritage Center Events:
Coffeehouse Series, Valentines Day Dance,
Great Yooper Folk Dance
Holocaust Memorial Service
History Event: Marquette & the Civil War
Public Radio 90's 50th Anniversary
Young Authors

2012-13 Improving Your Health Topics:
What to Expect If You Are Hospitalized
Obesity
Nutrition and Wellness
Smoking Cessation
Palliative Care
Colon Cancer
Childhood Obesity
Depression and Suicide
Chest Pain

WNMU-TV Specials:
12/15/12– NMU Midyear Commencement Live from the Superior Dome
5/4/13 – NMU Spring Commencement Live from the Superior Dome

NMU “Sports and Special Events” Class Productions:
11/13/12 NMU Football vs Ferris State
11/27/12 NMU Hockey vs Alaska
12/11/12 NMU Hockey vs Michigan Tech
WNMU-TV Productions – 2012-13 Season

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.

2012-2013 Ask the Series:

9/13/12  Ask the Doctors: General Health/Prostate Health
9/20/12  Ask the Lawyers: September 12
9/27/12  Ask the Doctors: Sports Medicine
10/4/12  Ask the DNR: Fall Hunting & Fishing, Pre-Deer Season
10/11/12 Ask the Doctors: Women's Health
10/18/12 Ask the Lawyers: October 12
10/25/12 Ask the Doctors: General Health
11/1/12  Ask the DNR: Deer Season, Bear Season
11/8/12  Ask the Doctors: Diabetes
11/15/12 Ask the Lawyers: November 12
12/6/12  Ask the DNR: Snowmobiling, Post-Deer Season, Ice Fishing
12/13/12 Ask the Doctors: Geriatrics, Palliative Care
1/10/13  Ask the Doctors: Orthopedics
1/17/13  Ask the Lawyers: January 13
2/14/13  Ask the Doctors: Children's Health/General Health
2/21/13  Ask the CPAs: February 13
2/28/13  Ask the Doctors: The Heart and Arteries
3/2/13   Ask the Lawyers: March 13
3/28/13  Ask the Doctors: Eyes and Vision
4/1/13   Ask the Doctors: Digestive Health
4/18/13  Ask the DNR: Fishing Season, Wildfire Prevention
4/25/13  Ask the Doctors: Men's Health
5/2/13   Ask the Realtors: Ask the Realtors 13
5/9/13   Ask the Doctors: The Brain & Stroke
5/16/13  Ask the Lawyers: 13 Judges Special
5/23/13  Ask the Doctors: General Health/Senior Health
5/30/13  Ask the DNR: Water Sports, Camping & Recreation
6/13/13  Ask the Doctors: Cancer & Cancer Treatments
6/20/13  Ask the Lawyers: Elder Law 13
6/27/13  Ask the Doctors: Summer Health

2012-2013 High School Bowl
Schools:

High School Bowl
250 students and coaches from 40 schools in the Upper Peninsula participated in the 2012-13 tournament, playing in 39 games.