Providing Cultural & Educational Resources That Make a Difference

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. This report provides an overview of our achievements and challenges for 2014-15.

**Technology 2014-15:**
This year we continued to plan and prepare for our master control technology upgrade designed to enhance the station’s infrastructure, to repair the damage caused by flooding in winter 2014, and to bring more high definition broadcasts to our viewers. By the end of fiscal year 2014-15, equipment for the upgrade had been installed and preparation for a massive technology switch over was underway. This upgrade involved not only the installation of new equipment and learning new software, but also required integration with our older infrastructure and redesign of all visual elements of our local station breaks in HD format. Much effort was spent by our engineering, operations and design staff to ensure a smooth switch over of both our primary channel 13.1 and our PLUS channel 13.3 to HD.

**Resources for Veterans:**
Public TV 13 continued our partnership with the Michigan Veterans Affairs Agency with the production of 6 new *Vet Chat* programs in 2014-15. Guests included Jim Dunn and Jason Allen, both from the Michigan Veterans Affairs Agency, talking about survivor benefits, and health care and housing assistance for veterans; and Brig. Gen. Michael Stone of Michigan National Guard discussing tuition assistance for Guard members. *Vet Chat* is available for viewing online at [wnmuvideo.nmu.edu](http://wnmuvideo.nmu.edu).
Michigan Connections:

Public TV 13 has always made it our mission to keep our Upper Peninsula viewers in touch with the entire state of Michigan by airing a variety of Michigan-produced and Michigan-related programs. The production of Michigan programming is fostered by a long-time partnership between programmers from Michigan’s Public Television stations, and the independent producers of Michigan. The result is a collection of series and specials that celebrate and investigate life in our state, from recreation opportunities to environmental issues to history, and give our Upper Peninsula viewers a different perspective of the state they live in.

Weekly Michigan-related series aired on our station include: Under the Radar Michigan which travels Michigan to report on unique tourism, recreation and dining opportunities in all corners of the state; Michigan Out of Doors, which celebrates outdoor recreation and nature; Great Getaways, which explores travel throughout the Great Lakes region; Wilderness Journal, featuring real hunting and fishing action; Off the Record, the public affairs program that keeps us connected to Lansing and big news stories across the state; A Wider World, an informative, resource for persons with disabilities; and our own Media Meet, covering the issues closer to home.

During the 2014-15 season, Public TV 13 also made available Michigan-related specials including: The FIRST in Michigan Robotics Championship, highlights of Michigan’s high school student robotics competition; America’s Ancient Industry, a documentary highlighting Michigan’s role in ancient copper mining; MiVote: Michigan Town Hall Forums, featuring the 2014 candidates for Governor and Michigan Supreme Court; the Michigan 2015 Gubernatorial Inauguration, live from Lansing; An Evening With the Governor, interview with Michigan Governor Rick Snyder and wife Sue Snyder; Greening Mid-Michigan: A Vision for Green Infrastructure, highlighting green success stories in the greater Lansing Tri-County region; Great Lakes Now environmental specials covering fisheries and the 2014 toxic algae crisis, and Great Lakes Week Review, highlighting the latest science and public policy issues discussed during the annual Great Lakes Week events; Flint River Farm, a visit to a diversified urban farm in downtown Flint; Great Lakes ~ Great Tastes 2014, a culinary journey across Michigan; and Ice Bridge: Mackinac Island’s Hidden Season, a documentary highlighting the island’s beautiful winters.
When it comes to community involvement, nothing compares to WNMU-TV’s High School Bowl. During 37 seasons of the series, many amazing young people have passed through our WNMU-TV studios and impressed our viewers with their knowledge. They continue to impress us with their achievements after high school. Each season, sixteen former High School Bowl players are featured during the halftime intervals of the “Smart Sixteen” round games of our annual tournament. The High School Bowl Alumni segments give us the opportunity to highlight the achievements of some of the brightest graduates from schools in the U.P. and Northern Wisconsin – and their achievements are simply amazing. If you missed seeing the HSB Alums in our broadcasts, all games from the past several seasons are available to watch online at wnmuvideos.nmu.edu. Look for games 25 through 32 for the alumni segments.

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 2014-15, 39 games were played in our High School Bowl tournament, and 20 hours of High School Bowl programs were produced.

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 2014-15 season included Long-term Care, Upper Peninsula Bee Culture, Higher Education in the U.P., Climate Change, Meth in the U.P., Detroit Rescue, Michigan Medicaid Changes, The New Masculinity, Bat Crisis, Michigan Governor Snyder, and several candidate forums leading up to the Fall 2014 elections. Over 60 different guests appeared, and we produced 27 half-hour programs.

WNMU-TV’s most practical and timely series is the weekly Ask the... call-in featuring Doctors, Lawyers, Realtors, Dentists, 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 99 guests who shared their expertise with our viewers. In the 2014-15 season, 34 hours of call-in programs were produced and broadcast live, and over 1,200 viewers called in questions for our expert panels.
WNMU-TV’s Education Advantage

In 2014-15 WNMU-TV continued its long history of providing educational broadcast services to K-12 schools throughout the U.P. and northeastern Wisconsin, airing about 400 hours of content for use by teachers.

WNMU-TV reaches out to educators through the online PBS LearningMedia service providing a localized web destination that gives teachers direct access to thousands of classroom-ready, curriculum-targeted digital resources. Over 1,000 educators, learners and homeschoolers from our viewing area have signed in to the site. Learn more at wnmu.pbslearningmedia.org.

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. Each semester 30-45 NMU students participate in the Public Eye News experience at WNMU-TV. Many of them earn college credit for their work producing our weekday newscast. In an average semester, about 30 credits are earned by PEN students with each credit reflecting 50 hours of work. The success stories for PEN “graduates”, whether they worked for credit or as a volunteer, are inspiring. The hands-on PEN experience is just what prospective employers look for, and many alumni go on to find jobs in broadcasting and other communication-related fields as a direct result of their involvement with Public Eye News.

In 2014-15, WNMU strengthened it's partnership with Northern Michigan University’s CAPs and Athletics departments by facilitating student production of NMU sporting events that are available to Wildcat fans live via America One/B2 Networks Internet broadband broadcasting. We also cultivated a new partnership with WLUC-TV6 for local broadcast of select games between NMU and Michigan Tech.

Production crews for these live events are students from NMU’s “Sports and Special Events” class, supervised by WNMU staff. Students are involved in all aspects of the production and receive essential training in developing the skill set that allows them to be successful in TV sports production careers.
In broadcasting, over-the-top (OTT) refers to delivery of content over the Internet. WNMU-TV continues to offer opportunities to view our local programs through PBS’s COVE online video system, available on several OTT video distribution platforms. Our locally produced programs have been available to watch online since 2010. Now those same programs stream through new platforms reaching even more viewers, who can watch any time, any place. In addition to browser access at wnmuvideo.nmu.edu, viewers can stream WNMU-TV’s local content through any of these platforms:

- Roku streaming players
- XBOX 360
- Apple TV
- Amazon Fire TV
- PBS iPhone, iPad and Android Apps
- Android TV
- Windows 10 devices

**Community Safety**

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.

In FY2014-15, viewers made about 3,000 membership gifts to the station which, along with business underwriters, provided about 26% of WNMU-TV’s income. 33% of our financial support came from Northern Michigan University, and 41% from the Corporation for Public Broadcasting, for total revenue of $1,766,041.
2014-15 Media Meet Programs:

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<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>7/12/14</td>
<td>Long-term Care</td>
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<td>7/26/14</td>
<td>Upper Peninsula Bee Culture</td>
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<td>8/16/14</td>
<td>Michigan Governor Snyder</td>
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<td>8/23/14</td>
<td>Higher Education in the U.P.</td>
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<td>8/30/14</td>
<td>The New Masculinity</td>
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<td>9/20/14</td>
<td>Michigan 109th Dist. Candidate Forum</td>
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<td>9/27/14</td>
<td>Michigan 108th Dist. Candidate Forum</td>
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<td>10/11/14</td>
<td>Michigan Turnaround Update</td>
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<td>10/25/14</td>
<td>Jerry Cannon, Candidate for Congress</td>
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<td>11/1/14</td>
<td>Rep. Dan Benishek, Candidate for Congress</td>
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<td>11/8/14</td>
<td>Michigan Medicaid Changes</td>
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<td>11/22/14</td>
<td>Detroit Rescue</td>
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<td>12/20/14</td>
<td>U.P. Energy Future, Part 1</td>
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<td>12/27/14</td>
<td>U.P. Energy Future, Part 2</td>
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<td>1/10/15</td>
<td>2014 Year in Review</td>
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<td>Bat Crisis</td>
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<td>1/31/15</td>
<td>Historic Lies</td>
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<td>2/7/15</td>
<td>Michigan Democratic Party Update</td>
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<td>2/21/15</td>
<td>Meth in the U.P.</td>
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<td>Michigan DNR 2015</td>
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<td>3/28/15</td>
<td>Climate Change</td>
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<td>4/4/15</td>
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<td>4/18/15</td>
<td>Foster Child Program in Michigan</td>
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<td>5/23/15</td>
<td>U.P. Regional Economic Update</td>
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<td>6/13/15</td>
<td>Nursing Careers</td>
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<td>6/27/15</td>
<td>Michigan Tax Issues</td>
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What’s U.P.

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

2014-15 Topics:

- Marquette Regional History Center Events: Heros and Villains Cemetery Walking Tour
- The Other Side of the Tracks Walking Tour
- MS Walk Fundraiser
- DRAIN Benefit Concert
- Moosewood Earth Day Activities
- Coast Guard Auxiliary Boating Skills Courses
- NMU Jacobetti Center Open House
- NMU Regional Police Academy
- Northern Vegans Film “Cowspiracy”
- Ask the Doctors On the Move Walking Activities with Local Physicians
- Young Authors 2015
- NMU Archive Blood on the Table
- Dawn of Peace: Civil War Anniversary Activities (Part 1 & 2)
- AAUW Candidates Forum

Vet Chat

Short, informative videos produced in partnership with Michigan Veterans Affairs Agency

2014-15 Topics:

- Michigan Veterans Homeowners Assistance Program
- Dependency and Indemnity Compensation
- Michigan National Guard State Tuition Assistance Program
- Volunteers Support Veterans
- Healthcare for Veterans
- Housing Assistance

Almost 900 graduates walked in NMU’s spring graduation, May 2, 2015, broadcast live from the Superior Dome on Public TV 13.

2014-15 WNMU-TV Specials:

- 12/13/14 NMU Mid-Year Commencement
- 5/2/15 NMU Spring Commencement
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.

2014-2015 Ask the Series:

- 9/4/14 Ask the Lawyers: September 2014
- 9/11/14 Ask the Doctors: General Health
- 9/25/14 Ask the Doctors: Sports Medicine
- 10/2/14 Ask the DNR: Bird Hunting, Youth Hunt, Fall Fishing
- 10/9/14 Ask the Doctors: General Health
- 10/16/14 Ask the Lawyers: October 2014
- 10/23/14 Ask the Doctors: Women's Health
- 11/6/14 Ask the Doctors: Diabetes
- 11/13/14 Ask the DNR: Deer Season, Bear Season
- 11/20/14 Ask the Lawyers: November 2014
- 12/4/14 Ask the DNR: Snowmobiling, Post Deer Season
- 12/11/14 Ask the Doctors: Geriatrics, Palliative Medicine
- 12/18/14 Ask the Lawyers: December 2014
- 1/8/15 Ask the Doctors: Orthopedics
- 1/15/15 Ask the Lawyers: January 2015
- 1/22/15 Ask the Doctors: General Health
- 1/29/15 Ask the Dentists 2015
- 2/5/15 Ask the Lawyers: February 2015
- 2/12/15 Ask the Doctors: Children's Health
- 2/19/15 Ask the CPAs 2015
- 2/26/15 Ask the Doctors: The Heart & Arteries
- 3/19/15 Ask the Lawyers: March 2015
- 3/26/15 Ask the Doctors: Eyes & Vision
- 4/9/15 Ask the Doctors: Digestive Health
- 4/16/15 Ask the DNR: Fishing Season, Wildfire Prevention
- 4/23/15 Ask the Doctors: Men's Health
- 4/30/15 Ask the Realtors 2015
- 5/7/15 Ask the Doctors: The Brain and Stroke
- 5/14/15 Ask the Lawyers: Judges Special 2015
- 5/21/15 Ask the Doctors: General Health/Arthritis
- 5/28/15 Ask the DNR: Water Sports, Camping & Recreation
- 6/11/15 Ask the Doctors: Cancer
- 6/18/15 Ask the Lawyers: Elder Law Special
- 6/25/15 Ask the Doctors: Summer Health

2014-2015 High School Bowl
Schools:

High School Bowl
250 students and coaches from 40 schools in the Upper Peninsula and Northern Wisconsin participated in the 2014-15 tournament, playing in 39 games.