An Urgent Request From WNMU-TV General Manager Eric Smith:

Extraordinary times require extraordinary measures!

I trust the question “Can You See Us Now?” on the envelope piqued your interest enough to read this questionnaire and then respond by return mail using the enclosed envelope.

The digital transition and the addition of WNMU-TV to the satellite TV line-up are drastically altering the way we do business. I know you used to see us when we were Public TV 13 analog. Now that we are broadcasting in digital, with multiple channels, we need to know if you can still see us and by what means. Your response is crucial to the programming and promotion of our three channels (13.1, 13.2 & 13.3).

Thank you for sharing the following information about your Public TV 13 viewing:

1. Can you see us now?  ____Yes  ____No  
   If ‘No,’ please explain:____________________________________________________________________
   __________________________________________________________________________________________
   [If you responded ‘No’ we would be pleased to provide free technical assistance. Please skip to question 9, fill in your contact information at the bottom of the page and return this form using the enclosed envelope.]

2. If ‘Yes,’ is your primary home TV digital?____  Or does it use a converter box?____  
   If you use a converter box, what brand is it?_________________________________

3. In addition to Public TV 13 (channel 13.1), do you receive TV13/HD (13.2)?___  and TV13/Plus (13.3)?___

4. How important is our 24-hour broadcast day to you?  ___Very  ___Somewhat  ___Not at all

5. How would you prefer to receive program schedule information?  (Check all that apply)
   ____FanFare printed guide  ____Station website  ____Email  ____Other______________________

6. Do you have Internet (web) access?  ____Yes  ____No

7. How does your primary home TV set receive its signal?
   a.  ____Antenna:  ____Indoor  ____Roof
   b.  ____Cable TV   Name of cable provider________________________________
   c.  ____Satellite TV   Name of satellite provider_______________________________
   d.  ____My primary home is outside the Public TV 13 viewing area.

8. If you have TV reception at your camp or summer home, is it by:  
   a.  ____Antenna:  ____Indoor  ____Roof
      Do you use a converter box?  ____Yes  ____No  If ‘Yes,’ what brand?________________________
   b.  ____Cable TV   Name of cable provider________________________________
   c.  ____Satellite TV   Name of satellite provider_______________________________

9. If you are having reception issues at home or camp and would like free assistance, we would be happy to give you a call. Please provide:  Phone #___________________  Best time to call___________________

Contact Information:

NAME:___________________________________________________________________
STREET ADDRESS/PO BOX#:________________________________________________
CITY:_________________________________ STATE:_______ ZIP CODE:______________
EMAIL ADDRESS: ___________________________________________________________
(continued on back)
Public TV 13 Update:

You may be one of the hundreds of viewers my staff and I have talked to since the digital transition occurred. In most cases, we were helpful in restoring and/or improving their TV 13 signal. The excitement many expressed when they saw our three digital channels for the first time made our efforts worthwhile. The statistics tallied from this questionnaire will enable us to help those still having reception problems. Also, during this economically challenging period, it will give us direction as to where our limited program dollars are best spent and the most cost-effective way to make our program schedules available to you.

We have resorted to extraordinary measures to make the digital transition successful for the majority of our viewers and we are not done yet. All our effort expended is being done in addition to our primary tasks of programming and operating Public TV 13’s three digital channels! And all this at a time when our operating resources are still uncertain because the Michigan legislature has yet to pass this year’s budget for NMU.

Anticipating budget cuts certain to come, we have already made significant reductions in our operational and program expenses, including cuts to our staff. However, our primary mission is to preserve the quality viewing you’ve come to expect from Public TV 13.

Viewer support continues to be a major source of station revenue. You received this mailing because you are an active Partner in Programming or have been at one time. If you ‘can see us now’ and like what you see, please consider making a gift of financial support when you mail back this questionnaire.

An additional gift from current partners will extend your FanFare program guide subscription for another year. Renewing partners will begin to receive our popular program guide with the next issue.

Thank you for taking the time to fill out this questionnaire, and thanks for your continued support!

Eric Smith
WNMU-TV General Manager

Gift Information:
Total amount of gift: $__________

Optional installment plan: ___monthly payments of $__________

Method of payment:
___check to WNMU-TV enclosed
___Please charge my credit card (__VISA __MasterCard __Discover)

Full name on credit card:____________________________________________________

Account number:________________________________________ Exp. date:_________

Signature:_________________________________________________________________

___Please send me information on becoming a Sustaining Partner.