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 2013-14.

**Technology – 2014 Brought Challenges & Opportunities:**
The frigid winter of 2013-14 was tough on area residents, and unfortunately WNMU’s broadcast technology was directly affected by the extreme cold. Frozen pipes on the NMU campus brought flooding in January 2014. And power outages resulting from the flood did major damage to some of our core technologies used to put programs on the air for both Public TV 13 and Public Radio 90. The resulting damage to our computer systems and broadcast gear created lots of challenges for our staff, and those challenges continue as we struggle to fund and replace damaged equipment.

Many different fixes and workarounds were necessary as a direct result of the flooding, but due to the hard work of our staff, we were able to resume broadcasting after a short time off the air, and most viewers did not notice much disruption. The upside of this disaster is that we now have the opportunity to enhance the station’s infrastructure with new technology. An upgrade is in the works that will enable us to broadcast our main channel, 13.1, in high definition.

**New Community Partnership Focused on Veterans:**
In November 2013, WNMU-TV and the Michigan Veterans Affairs Agency began working together to raise awareness of benefits and resources available to our state’s veterans. The result is *Vet Chat*, a series of short videos broadcast at different times of the day on Public TV 13. *Vet Chat* features Jason Allen, Senior Policy Advisor at the Michigan Veterans Affairs Agency, and is hosted by WNMU’s Eric Smith. In 2013-14, six informative videos were produced covering several aspects of services and benefits available to veterans. *Vet Chat* is also available for viewing online at [wnmuvideo.nmu.edu](http://wnmuvideo.nmu.edu).
When it comes to community involvement, nothing compares to WNMU-TV’s High School Bowl. During 36 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 wnmuvideo.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 2013-14, 19 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 2013-14 season included the decolonizing diet project, great lakes cities, health care reforms, internet privacy & security, services for the homeless, human trafficking, affordable energy, risks and services affecting Michigan children, the regional craft beer phenomenon and work life education. Over 70 different guests appeared, and we produced 28 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 102 different guests who shared their expertise with our viewers. In the 2013-14 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 2013-14 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 2013, WNMU strengthened it’s partnership with Northern Michigan University’s CAPs and Athletics departments by facilitating student production of NMU sporting events. NMU student producers won accolades from the Michigan Association of Broadcasters 2014 Student Broadcast Awards, sweeping the category of “Sports Play-By-Play” by taking first and second place for two NMU hockey game broadcasts. In fall 2013, the station aired three NMU football games on WNMU’s Channel 13.3, TV13Plus. Production crews are students from NMU’s “Sports and Special Events” class, supervised by station 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 television production careers.
WNMU-TV is Online & Over the Top

In broadcasting, over-the-top (OTT) refers to delivery of content over the Internet. This year, WNMU-TV was able to offer new opportunities to view our local programs through PBS’s COVE online video system, now available on several new 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 though any of these platforms:
- Roku streaming players
- XBOX 360
- Apple TV
- Amazon Fire TV
- PBS iPhone and iPad Apps

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.
2013-14 Media Meet Programs:

7/13/13  Great Lakes Cities
7/20/13  U.P. Poet Laureate
7/27/13  Decolonizing Diet Project
8/17/13  Eagle Mine Watchdog
8/24/13  Healthcare Reforms Delayed
9/21/13  Internet Privacy & Security
10/12/13 Room at the Inn
10/19/13  Michigan Public Service Commission
10/26/13  Michigan Senate Business
11/2/13  Bart Stupak on Government
11/16/13  109th District Update
11/23/13  Human Trafficking
12/14/13  National Health Care Roll-Out
12/21/13  U.P. Winter Tourism
1/11/14  2013 Year in Review
1/25/14  Affordable Energy
2/1/14  Environmentalism: John Muir
2/15/14  Kids Count
2/22/14  Congressional Republicans 2014
3/22/14  Brewing Up Profits
3/29/14  Developing the Outdoors
5/3/14  Learning Through the Seasons
5/17/14  Central U.P. Economic Development
5/24/14  Lt. Governor Calley
5/31/14  Work Life Education
6/7/14  Hiawatha National Forest
6/14/14  Michigan Dept. of Community Health
6/28/14  Representative John Kivela

2013-14 Topics:

Veganism
NMU Police Academy
History Tour: Marquette Street Signs
Regional Poetry Contest
Powwow
Ham Radio
Young Authors
History Tour: Great Fire
History Tour: Other Side of the Tracks
History Event: Marquette Character
Kiwanis Barbeque
Dancing With the Stars

What's U.P.

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

2013-14 Topics:

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Powwow
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Young Authors
History Tour: Great Fire
History Tour: Other Side of the Tracks
History Event: Marquette Character
Kiwanis Barbeque
Dancing With the Stars

Improving Your Health

Short, informative videos produced in partnership with Marquette General Hospital

2013-14 Topics:

Osteopathic Medicine
Breast Cancer Screening
Venous Insufficiency
Peripheral Artery Disease
Education of Medical Students
Foot and Ankle Injuries
Macular Degeneration
Hypertension
Your Health Lecture Series
Carpal Tunnel Syndrome
Vaccines
Sports-Related Concussion
Knee Problems

Vet Chat

Short, informative videos produced in partnership with Michigan Veterans Affairs

2013-14 Topics:

Survivors Benefits
Aid and Attendance
Presumptive Diseases
Michigan Veterans Trust Fund
Veteran Elder Care
Military Records

WNMU-TV Specials:

12/14/13 - NMU Midyear Commencement Live from the Superior Dome
5/3/14 - NMU Spring Commencement Live from the Superior Dome

NMU “Sports and Special Events” Class Productions:

10/8/13  NMU Football vs Hillsdale
10/29/13  NMU Football vs Wayne State
11/5/13  NMU Football vs Northwood
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.

**2013-2014 Ask the Series:**

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<td>9/26/13</td>
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<td>Ask the DNR: Fall Hunting &amp; Fishing, Deer Season</td>
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<td>11/14/13</td>
<td>Ask the Doctors: Diabetes</td>
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<td>11/21/13</td>
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<td>12/5/13</td>
<td>Ask the DNR: Snowmobiling, Post-Deer Season</td>
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<td>12/12/13</td>
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<td>4/10/14</td>
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<td>Ask the DNR: Fishing Season, Wildfire Prevention</td>
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<td>5/1/14</td>
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<td>5/8/14</td>
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<td>5/29/14</td>
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<td>6/12/14</td>
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<td>Ask the Doctors: Summer Health</td>
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**High School Bowl 2013-2014**

**Schools:**

250 students and coaches from 40 schools in the Upper Peninsula and Northern Wisconsin participated in the 2013-14 tournament, playing in 39 games.