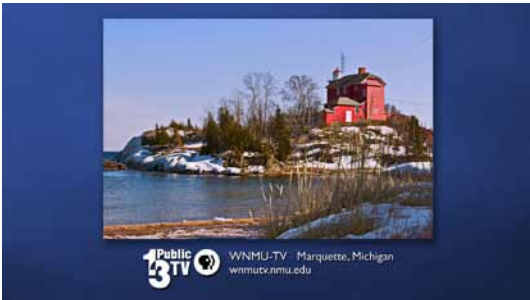




Providing Cultural & Educational Resources That Make a Difference



All local visual elements on channels 13.1 and 13.3 were updated to high definition in September 2015, including our station IDs featuring beautiful scenic photographs by local photographers.



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.



Scott Knauf, U.P. Honor Flight, was interviewed by WNMU General Manager Eric Smith on Public TV 13's *What's U.P.* in January 2016.

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 2015-16.

Major Technology Upgrade to High Definition

This year we completed our master control technology and automation upgrade which enhanced the station's infrastructure, and completed repairs to damage caused by 2014 flooding. The upgrade allowed us to convert our primary channel 13.1, and our PLUS channel 13.3 to high definition video. This massive technology switch over involved not only the installation of new equipment and learning new software, but also required integration with our older infrastructure and redesign and re-editing of our local station break materials in HD format. Much effort was spent by our engineering, operations and design staff to ensure a smooth switch over.

On the morning of September 9, 2015, antenna and cable viewers tuned in to Public TV 13 in beautiful HD. This upgrade was very challenging, and we encountered some bumps along the way, but our staff was up to the challenge and most issues were ironed out within the first few weeks. The upgrade to HD on satellite providers was completed later in the year. Our third channel, 13.2, is now broadcast in standard definition and we have big plans for 13.2SD with a major programming change expected in 2017.

Resources for Veterans:

During 2015-16, we continued our efforts to provide information on resources for veterans in our community. WNMU-TV worked closely with Scott Knauf, Director of the Upper Peninsula U.P. Honor Flight program, to reach eligible veterans interested in visiting our national war memorials in Washington DC. With the help of our station, U.P. Honor Flight has conducted 11 missions that have taken veterans from WWI, WWII and the Korean war to Washington.



Community & Educational Partnerships



Houghton become 2016 High School Bowl champions when they out-played Ironwood in the finals recorded in March 2016. Our tournament of speed and knowledge features inspiring young people from across our region and the program attracts strong financial support from viewers in the form of Question Sponsors and Program Patrons.

When it comes to community involvement, nothing compares to WNMU-TV's **High School Bowl**. Excitement is in the air each week during our **High School Bowl** recording season when our WNMU-TV Studio "B" fills with a live audience of students, teachers and parents. With about 250 student players 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 2015-16, 39 games were played in our **High School Bowl** tournament, and 19.5 hours of **High School Bowl** programs were produced.

Media Meet is our weekly public affairs program featuring news-makers, authors, scientists, and politicians interviewed by co-producer and host Bill Hart. Topics addressed in the 2015-16 season included Immunizations, Birds and Birders, U.P. Women Authors, Food Safety and Small Farms, Local Efforts to



Media Meet guests discuss birds and recreational birding with host Bill Hart in August 2015.



Collage of Media Meet guests during the 2015-16 season.

Cope with Climate Change, Chronic Wasting Disease in Deer, the Dark Store Theory of Tax Valuation in Michigan, Sexual Assault Awareness, and the Traveling Vietnam Memorial Wall and Veterans Issues. Over 68 different guests appeared, and we produced 25 half-hour programs.



Host Ann Feldhauser and personnel from the Michigan Department of Natural Resources answer phoned-in questions from viewers on spring hunting, fishing and recreation on a live broadcast of Ask the DNR in April 2016.

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 101 guests who shared their expertise with our viewers. In the 2015-16 season, 33 hours of call-in programs were produced and broadcast live, and over 1,200 viewers called in questions for our expert panels.



*Student anchors and crew on the set of **Public Eye News**, in January, 2016. 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 the 2015-16 season, students produced 119 15-minute PEN newscasts broadcast live on Channel 13.1.*

WNMU-TV's Education Advantage

In 2015-16, WNMU-TV continued its commitment to education by delivering children's content that helps kids learn. PBS content is trusted by parents and teachers, and proven to help kids acquire fundamental learning skills. Public TV 13 (13.1) airs about 33 hours per week of children's programming from PBS, as well as many hours of science, arts, history and documentary programs available for use by teachers in school curriculums. Many more hours of children's programs are available on 13.2 and 13.3.

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 1,300 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 2015-16, WNMU continued its 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 Internet broadband broadcasting. We also partnered with WLUC-TV6 for local broadcast of select games between NMU and Michigan Tech.

Production crews for these live events are NMU students, 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.



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



WNMU-TV's website features program highlights and online video, and has about 18,000 unique visitors annually. 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 12,000 viewers visited our video site during FY2015-16, where they can access many full-length PBS programs as well as WNMU-TV documentaries and complete seasons of *High School Bowl*, *Media Meet* and *Ask the...* call-in shows.

WNMU-TV is Online & Over the Top

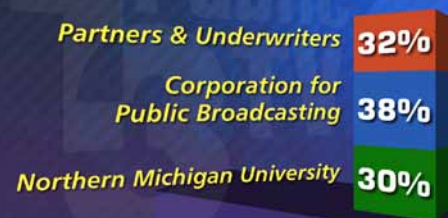
In broadcasting, over-the-top (OTT) refers to delivery of content over the Internet. WNMU-TV continues to offer opportunities to view our local programs through PBS's COVE online video system, available on several OTT video distribution platforms. Our locally produced programs have been available to 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 with connected devices in PBS Apps on any of these platforms:

- Roku streaming players
- 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.

Sources of Revenue:



In FY2015-16, viewers made about 3,000 membership gifts to the station which, along with business underwriters, provided about 32% of WNMU-TV's income. 30% of our financial support came from Northern Michigan University, and 38% from the Corporation for Public Broadcasting, for total revenue of \$1,840,356.



WNMU-TV
Marquette, Michigan

Local Content & Service Report

July 1, 2015 - June 30, 2016



Public 13 TV WNMU-TV Marquette, Michigan
wnmutv.nmu.edu



Media Meet

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

2015-16 Media Meet Programs:

- | | |
|--|--|
| 7/11/15 Summer Hazards | 1/9/16 2015 Year in Review |
| 7/25/15 Immunizations | 1/23/16 Upper Peninsula Health Plan |
| 8/1/15 Birds and Birders | 2/6/16 Marquette BLP Upgrade |
| 8/15/15 U.P. Women Authors | 2/20/16 Dark Store Update |
| 8/29/15 Technology in Education | 1/30/16 Michigan Democratic Party |
| 9/12/15 National Healthcare Evolution | 3/5/16 Invasive Species: Emerald Ash Borer |
| 10/10/15 Food Safety and Small Farms | 3/26/16 Managing Health Information |
| 10/31/15 Coping with Climate Change | 4/2/16 State School Board |
| 10/24/15 Michigan Public Schools Mission | 4/16/16 Sexual Assault Awareness |
| 11/21/15 U.P. Union Maids | 5/14/16 Central U.P. Economic Development |
| 11/28/15 NMU Native American Studies | 6/11/16 Vietnam Memorial Wall and Veterans |
| 12/19/15 Trillium House | 6/18/16 Addressing Medicare-Medicaid Costs |
| 12/12/15 Chronic Wasting Disease | |



What's U.P.

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

2015-16 What's U.P. Topics:

- U.P. Children's Museum: Paint Baraga Avenue Harvest Festival
- Marquette Regional History Center: Marquette's Holy Family Orphanage program
- Marquette Regional History Center: "Guess Who I Saw" program by Larry Chabot
- Marquette Regional History Center: Archaeology Fair
- NMU Center for Student Enrichment: "Hunting Grounds" sexual assault film presentation
- U.P. Honor Flight
- Michigan DNR Free Fishing Weekend
- Northern Vegans movie presentation
- NMU Banquets & Catering Class: "Anatomy of a Murder" dinner
- Young Authors
- Marquette Downtown Farmers Market
- Marquette Regional History Center: Holy Cross Cemetery Tour
- Marquette Regional History Center: Marquette History Bus Tours

2015-16 WNMU-TV Specials:

- 12/12/15 Northern Michigan University Mid-Year Commencement 2015
- 4/30/16 Northern Michigan University Spring Commencement 2016



368 graduates walked during Northern Michigan University's winter graduation ceremony, December 12, 2015, broadcast live from the Superior Dome on Public TV 13. The ceremony featured keynote speaker Col. Danny Pummil '83, U.S. Department of Veterans Affairs. Pictured: Lauren E. Larsen, student soloist singing the national anthem.



859 graduates walked during Northern Michigan University's spring graduation ceremony, April 30, 2016, broadcast live from the Superior Dome on Public TV 13. The ceremony featured keynote speaker Dr. James A. Surrell, colorectal surgeon at UP Health System Marquette, and student speaker Amer Mansoor (pictured).



Local Content & Service Report
July 1, 2015 - June 30, 2016

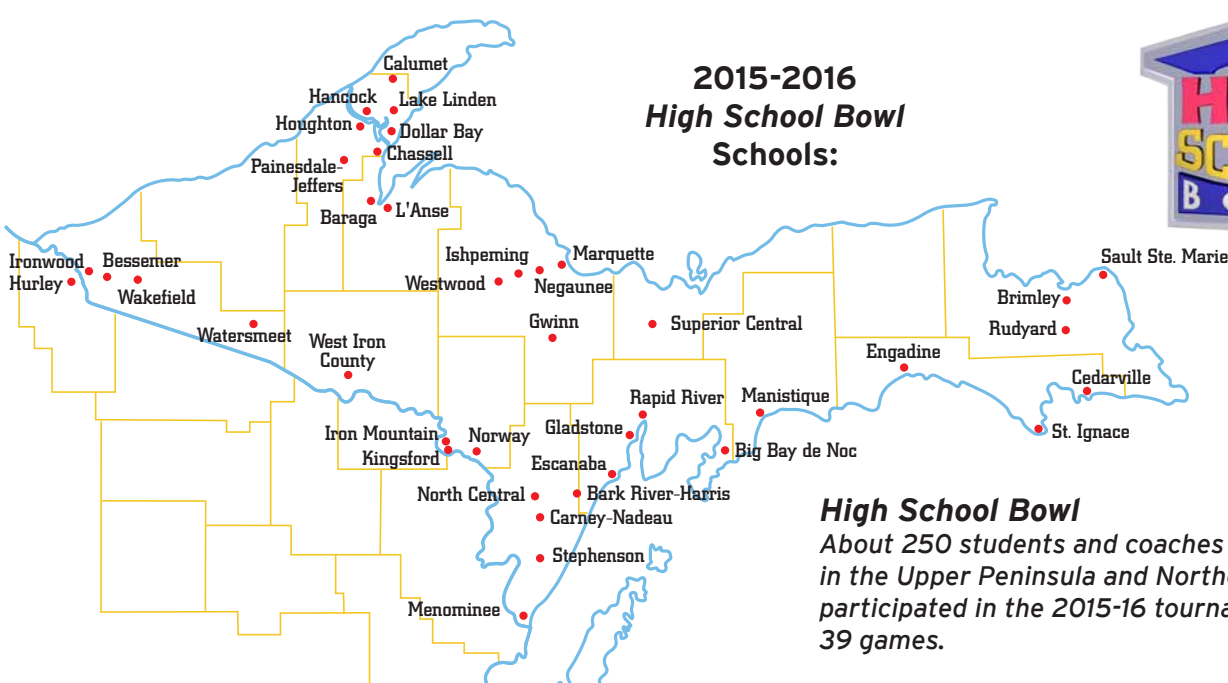


Ask the...

Experts in the fields of Health Care, 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.

2015-2016 Ask the Series:

- | | |
|--|---|
| 9/10/15 Ask the Doctors: General Health | 2/11/16 Ask the Doctors: Children's Health |
| 9/17/15 Ask the Lawyers: September 2015 | 2/18/16 Ask the Lawyers: February 2016 |
| 9/24/15 Ask the Doctors: Sports Medicine | 2/25/16 Ask the Doctors: The Heart & Arteries |
| 10/1/15 Ask the DNR: Bird Hunting, Fall Fishing | 3/3/16 Ask the CPAs 2016 |
| 10/8/15 Ask the Doctors: General Health | 3/31/16 Ask the Lawyers: March 2016 |
| 10/15/15 Ask the Lawyers: October 2015 | 4/7/16 Ask the Realtors 2016 |
| 10/22/15 Ask the Doctors: Women's Health | 4/14/16 Ask the Doctors: Digestive Health |
| 11/5/15 Ask the DNR: Deer Season, Bear Season 2015 | 4/21/16 Ask the DNR: Fishing Season |
| 11/12/15 Ask the Doctors: Diabetes | 4/28/16 Ask the Doctors: Men's Health |
| 11/19/15 Ask the Lawyers: November 2015 | 5/5/16 Ask the Doctors: The Brain and Stroke |
| 12/3/15 Ask the DNR: Snowmobiling, Post-Deer Seasoning | 5/12/16 Ask the Judges 2016 |
| 12/10/15 Ask the Doctors: Geriatrics/Hospice | 5/19/16 Ask the Doctors: General Health/Arthritis |
| 12/17/15 Ask the Lawyers: December 2015 | 5/26/16 Ask the DNR: Water Sports, Camping & Recreation |
| 1/14/16 Ask the Doctors: Orthopedic Medicine | 6/2/16 Ask the Doctors: Cancer |
| 1/21/16 Ask the Lawyers: January 2016 | 6/16/16 Ask the Lawyers: Elder Law Special |
| 1/28/16 Ask the Doctors: Addiction & Behavioral Health | 6/23/16 Ask the Doctors: Summer Health |
| 2/4/16 Ask the Dentists 2016 | |



**2015-2016
High School Bowl
Schools:**



High School Bowl

About 250 students and coaches from 40 schools in the Upper Peninsula and Northern Wisconsin participated in the 2015-16 tournament, playing in 39 games.