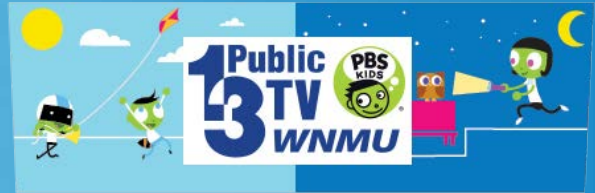




Marquette, Michigan

Local Content & Service Report

July 1, 2016 - June 30, 2017



Providing Cultural & Educational Resources That Make a Difference

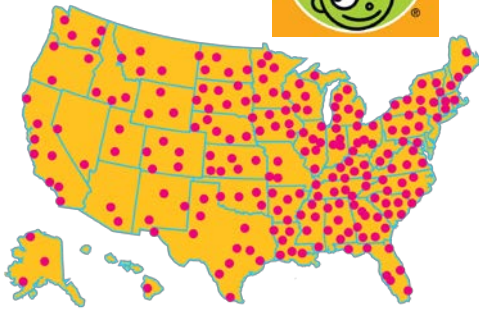


Our new 24/7 Kids Channel went on the air on PBS's national launch day, January 16, 2017 on Channel 13.2 SD. Our three channels now are: our primary channel WNMU-TV 13.1HD, WNMU PBS KIDS 13.2SD, and WNMU PLUS 13.3HD.

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 2016-17.

New 24/7 Kids Channel Broadcast

Public TV 13's latest initiative to support early learning in our community is **WNMU PBS KIDS**. Our new kids channel broadcasts PBS KIDS shows 24 hours a day on Channel 13.2, which is available via antenna, on Charter Spectrum Cable channel 199, and on other community cable systems throughout the U.P. **WNMU PBS KIDS** makes it easy for children to watch their favorite series during primetime and other after-school hours when viewing among families is high. Viewers can also watch a WNMU-branded live stream through pbskids.org and on the PBS KIDS Video App, which is available on a variety of mobile devices and tablets.



WNMU-TV joined 107 other PBS licensees who launched 24/7 PBS Kids channels in 2017.

We are excited to add these new 24/7 services to WNMU's offerings to ensure that trusted educational content is accessible anytime and anywhere to all kids, and to give parents more choices about where, when and how their children consume media.



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.



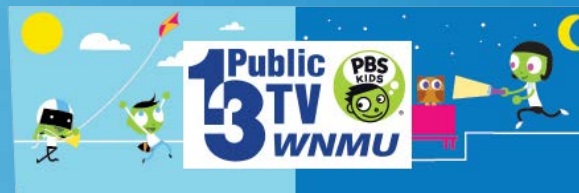
WNMU PBS KIDS presents 24/7 access to 20 award-winning PBS KIDS programs, including *Daniel Tiger's Neighborhood*, *Ready Jet Go* and *Nature Cat*, and provides a trusted and safe place for kids to watch television.



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Community & Educational Partnerships



Houghton become 2017 High School Bowl champions when, for the second year in a row, they beat Ironwood in the finals in March 2017. 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 2016-17, 39 games were played in our **High School Bowl** tournament, and 20 hours of **High School Bowl** programs were produced.



Media Meet guests discuss poetry in the Upper Peninsula with the region's first Poet Laureate, Russ Thorburn, and the finalists for laureate in 2017, Kathleen Heideman and Marty Achatz.

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 2016-17 season included Shoreline Safety, "Dark store" Taxation, Michigan Humanities Council, Michigan Energy, State House District candidate forums, Special 1st Congressional District candidate forum produced with WLUC-TV6, Upper Peninsula Forest Health, Youth Substance Abuse, Emergency Services, Healthcare Beyond the Affordable Care Act, NMU Broadband Project, Grief Support for Children, and Elder Abuse. Over 65 different guests appeared, and we produced 26 half-hour programs.



Fall 2016 was a busy election season for Media Meet with several candidate forums produced, including the 1st Congressional District forum, produced in partnership with WLUC-TV6, featuring Congressman Jack Bergman (R) of Watersmeet and challenger Lon Johnson (D) of Kalkaska.



The documentary "Boxed In" covered the legal battle between local governments and big business over the "Dark Store" taxation theory in Michigan. Produced by Professor Dwight Brady with the assistance of Northern Michigan University students, "Boxed In" aired on WNMU-TV in September 2016 as part of our Media Meet series, and we produced a special follow-up program where local guests discussed the film and detailed how the "Dark Store" tax assessments have affected our local area.



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Host Ann Feldhauser and personnel from the Michigan Department of Natural Resources answer phoned-in questions from viewers on fishing and wildfire prevention on a live broadcast of *Ask the DNR* in April 2017.



Student anchors and crew on the set of *Public Eye News*, in Spring, 2017. 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 2016-17 season, students produced 115 PEN newscasts broadcast live on Channel 13.1.



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

More Community Partnerships

WNMU-TV's most practical and timely series is the weekly *Ask the...* call-in featuring Doctors, Lawyers, Realtors, Dentists, CPAs, the Michigan DNR and, new this season, Certified Financial Planners. Through partnerships with local health providers and professional organizations, along with the Michigan Department of Natural Resources, WNMU-TV was able to present 106 guests who shared their expertise with our viewers. In the 2016-17 season, 36 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

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 1,400 educators, learners and homeschoolers from our viewing area have signed in to the wnmu.pbslearningmedia.org site.

WNMU-TV provides hands-on education with *Public Eye News*, a live, weekday newscast that is completely produced by broadcasting students at Northern Michigan University. Each semester 30-50 NMU students participate in the *Public Eye News* experience at WNMU-TV. Many of them earn college credit for their work. 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*.

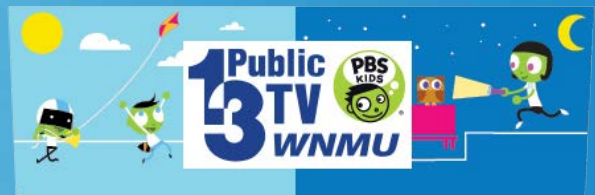
In 2016-17, WNMU continued its partnership with Northern Michigan University's CAPs and Athletics departments by facilitating student production of NMU sporting events that are available to Wildcat fans live via Internet broadband broadcasting. We also partnered with WLUC-TV6 for local broadcast of select 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, developing a skill set that allows them to be successful in TV sports production careers.



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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 and Windows 10 devices. The debut of our 24/7 WNMU PBS KIDS channel in January 2017 brought additional options for online content with the WNMU-branded live stream through pbskids.org and on the PBS KIDS Video App.

WNMU-TV's website features program highlights and online video, and has about 19,500 unique visitors annually. We provide the most accurate schedule information for our three channels, and about 100 different programs are highlighted each month. About 13,500 viewers visited our video site during FY2017-17, 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.



In FY2016-17, viewers made about 2,500 membership gifts to the station which, along with business underwriters, provided about 25% of WNMU-TV's income. 35% of our financial support came from Northern Michigan University, and 40% from the Corporation for Public Broadcasting, for total revenue of \$1,927,332.

Community Information & Safety

WNMU-TV provides information about issues that directly affect members of our rural community. Our **What's U.P.** series of short interview programs gives viewers the opportunity to promote programs and events of interest to local citizens. 2016-17 season **What's U.P.** topics includes boating & water safety, free dentistry for veterans, Marquette Regional History Center events, U.P. Honor Flights, Diabetes Month and the Young Authors program promoting youth literacy. These short programs receive wide viewership as they are aired between our most popular nationally scheduled programming.

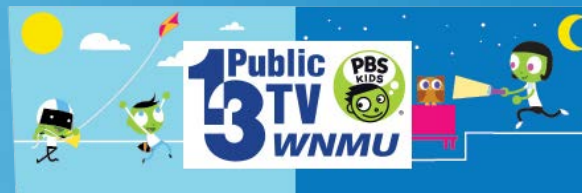
WNMU-TV provides National Weather Service (NWS) broadcasts and WNMU-FM public radio audio on its secondary audio program (SAP) channel on both over-the-air broadcast and cable TV feeds. The station also distributes health and safety information with potentially life-saving alerts and updates when hazardous 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.



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Media Meet

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

2016-17 Media Meet Programs:

- 7/9/16 Planned Parenthood
- 7/30/16 Congressman Dan Benishek
- 8/6/16 Shoreline Safety
- 8/27/16 Northern Michigan University Update
- 9/1/16 Special: Boxed In Documentary
- 9/1/16 Special: Boxed In Follow-Up
- 9/3/16 Michigan Humanities Council
- 9/17/16 Michigan Agency for Energy
- 10/8/16 109th State House Dist: John Kivela
- 10/15/16 Candidate Forum: 108th District
- 10/29/16 Candidate Forum: 110th District
- 11/05/16 Candidate Forum: 1st Congressional Dist.
- 11/12/16 Upper Peninsula Forest Health Update
- 11/19/16 Youth Substance Abuse Prevention
- 12/17/16 Unmet Needs
- 1/07/17 2016 Year in Review
- 1/28/17 Emergency Services in 2017
- 2/18/17 U.P. Poet Laureate 2017
- 2/25/17 First Term U.P. Sheriffs
- 3/4/17 Beyond the Affordable Care Act
- 3/25/17 Palliative Care and Hospice
- 4/8/17 Observations on Energy
- 4/22/17 Rep. John Kivela
- 5/13/17 NMU Broadband Project
- 5/27/17 Grief Support for Children
- 6/10/17 Elder Abuse
- 6/24/17 Grassroots Energy



What's U.P.

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

2016-17 What's U.P. Topics:

- Boating & Water Safety
- Swimming & Dangerous Currents
- Free Dentistry for Veterans
- Barnes-Hecker 100th Anniversary Events
- Paint Baraga Avenue Fest
- MRHC - Archaeology Fair
- 2016 Candidates Forum
- U.P. Honor Flights
- Diabetes Month
- Northern Vegans Movie Event
- Young Authors 2017
- Downtown Marquette Farmers Market
- MRHC WWI Cemetery Tour
- MRHC Fly Fishing Exhibit

2016-17 WNMU-TV Specials:

- 12/10/16 Northern Michigan University Mid-Year Commencement 2016
- 5/6/17 Northern Michigan University Spring Commencement 2017



396 graduates walked during Northern Michigan University's 2016 winter graduation ceremony, featuring student choice speaker Dr. Martin Reinhardt, Associate Professor, Center for Native American Studies at NMU.



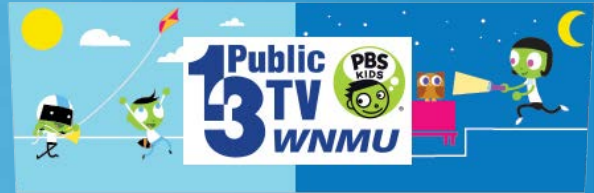
Almost 800 graduates walked during Northern Michigan University's spring 2017 graduation ceremony, featuring keynote speaker Jason Jennings, bestselling author and internationally recognized authority on leadership, growth and innovation.



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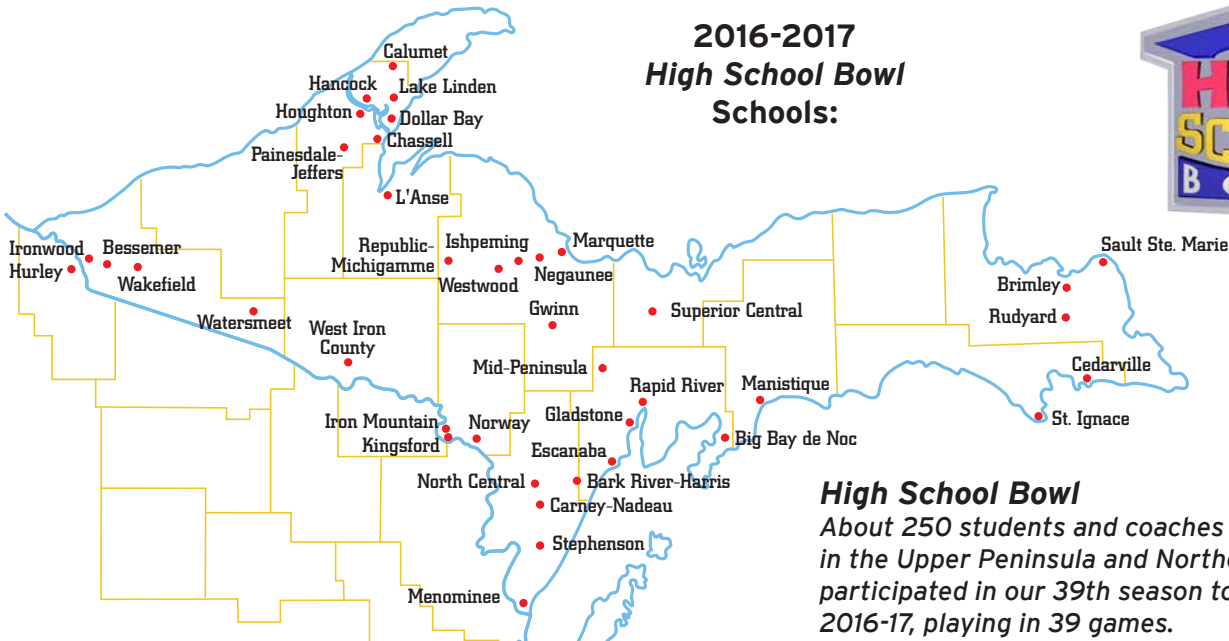
Ask the...

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. This season we added Certified Financial Planners to our roster of experts for two additional programs.

2016-17 Ask the Series:

- | | |
|--|--|
| 9/8/16 Ask the Doctors: General Health | 2/2/17 Ask the Dentists 2017 |
| 9/15/16 Ask the Lawyers: September 2016 | 2/9/17 Ask the Doctors: Children's Health |
| 9/22/16 Ask the Doctors: Sports Medicine | 2/16/17 Ask the Lawyers: February 2017 |
| 9/29/16 Ask the Certified Financial Planners | 2/23/17 Ask the Doctors: The Heart & Arteries |
| 10/6/16 Ask the DNR: Hunting, Fall Fishing | 3/2/17 Ask the CPAs 2017 |
| 10/13/16 Ask the Doctors: General Health | 3/23/17 Ask the Doctors: Eyes and Vision |
| 10/20/16 Ask the Lawyers: October 2016 | 3/30/17 Ask the Lawyers: March 2017 |
| 10/27/16 Ask the Doctors: Women's Health | 4/6/17 Ask the Realtors 2017 |
| 11/3/16 Ask the DNR: Deer Season, Bear Season | 4/13/17 Ask the Doctors: Digestive Health |
| 11/10/16 Ask the Doctors: Diabetes | 4/20/17 Ask the DNR: Fishing Season, Wildfire Prevention |
| 11/17/16 Ask the Lawyers: November 2016 | 4/27/17 Ask the Doctors: Men's Health |
| 12/1/16 Ask the DNR: Snowmobiling, Post-Deer Season | 5/4/17 Ask the Doctors: The Brain and Stroke |
| 12/8/16 Ask the Doctors: Geriatrics/Hospice | 5/11/17 Ask the Lawyers: May 2017 |
| 12/15/16 Ask the Lawyers: December 2016 | 5/18/17 Ask the Doctors: General Health/Arthritis |
| 1/5/17 Ask the Certified Financial Planners 2 | 5/25/17 Ask the DNR: Water Sports, Camping & Recreation |
| 1/12/17 Ask the Doctors: Orthopedic Medicine | 6/1/17 Ask the Doctors: Cancer |
| 1/19/17 Ask the Lawyers: January 2017 | 6/15/17 Ask the Lawyers: Elder Law |
| 1/26/17 Ask the Doctors: Addiction & Behavioral Health | 6/22/17 Ask the Doctors: Summer Health |

2016-2017 High School Bowl Schools:



High School Bowl

About 250 students and coaches from 40 schools in the Upper Peninsula and Northern Wisconsin participated in our 39th season tournament in 2016-17, playing in 39 games.