Broadcasting & Multimedia at NMU

An Evolving Collaboration

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Forrest Karr – Director of Athletics
Eric Smith – Director of Broadcast & AV Services
NMU Authorized Spectrum

- Licenses held by the NMU Board of Trustees
- Authorizations require periodic reporting and renewal
- Stations must comply with all appropriate rules and regulations

- Broadcast
  - WNMU-TV
  - WNMU-FM
  - WUPX-FM

- Wireless Broadband
  - Educational Broadband Svc.
    - WiMAX
    - LTE

- Microwave (STL)
  - TV & Radio
  - Wireless network backhaul

- Business Radio Communications
  - Housing & Residence Life
  - Plant Operations
  - Telephone Systems
  - Athletics
  - Audio Visual Services
  - Public Safety & Police Services
NMU Public Broadcasting’s central location touches the lives of UP students, faculty, staff & residents on a daily basis. PBS & NPR programming coupled with interactive course information provide essential cultural and educational services.
WNMU Local Programming

Television
- “Public Eye News”
- “Media Meet”
- “High School Bowl”
- “Vet Chat”
- “Improving Your Health”
- “Ask the Expert”
- “What’s UP”
- “Young Authors”

Radio
- “8-18 Media”
- “Superiorland Concerts”
- “In the Pines”
- “Marquette Area Blues Festival”
- “Learning Through The Seasons”
Local Services Report

WMNU-TV's Education Advantage

In 2012 WMNU-TV continued its long history of providing educational broadcast services to K-12 schools throughout the U.P. and northeastern Wisconsin, providing approximately 400 hours of content for use by teachers. In addition to regular daily instructional broadcasts, we offered special electronic field trips – live interactive programs visited Colonial Williamsburg in Virginia, and covering topics in American history and science.

Our prime-time schedule featured numerous PBS series (e.g., NOVA, Frontline, etc.), used by area community colleges and universities as part of their tele-course offerings, some for college credit.

WMNU-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. In the 2012-13 school year over 30 student volunteers and interns produced 115 fifteen-minute programs featuring local news, weather reports, Associated Press wire service news, and CBS News Path video features, as well as original local news packages produced by broadcasting students. Participants in this unique program often go on to various media-related careers. The experience they gain at WMNU, learning the pressures of live broadcasting and uploading high journalistic values, helps place them at the “front of the pack” when it comes to competing for entry level positions.

During 2012-13, WMNU-TV continued with its development of WMNU Sports programming. The station’s local production capabilities includes high definition, mobile production equipment that allows the station to produce events from nearly any location on the University’s campus. In fall 2012, the station hired selected football & hockey games on WMNU’s Channel 13.2, TVGHD and is also preparing to add Division 1 WCHA hockey games in the future. Production crews are comprised of station staff as well as students from WMNU’s “Sports and Special Events” class. Students are involved in all aspects of the production and receive essential training in developing the production skill set that allows them to be successful in television production careers after graduation.
WNMU – WUPX Collaboration

WUPX Coverage
High Definition (HD) Production Facilities

- WNMU leverages CPB funding to provide students with access to HD production facilities.
HD – Part of Instruction

- HD production facilities are frequently used in creating instructional content and teaching aids for faculty.
Hands-on Experience
Key Collaborative Efforts

- Students are encouraged to participate in documentary projects as part of their course work
- Projects aired on WNMU-TV and Michigan’s state-wide public television stations
- Programs become an important part of the student’s resume and portfolio.
Center for Innovation and Industrial Technology

- Students gain experience in broadcast engineering, tower maintenance and IT systems used in data & broadcast transmission networks
Sports & Entertainment Production
Sports & Entertainment Production

Category Sweep
Sports Play-By Play

FIRST PLACE - , NMU v. FSU Hockey, Tyler Schwemin, Trent Bailey, Justin Berkel, Mikenzie Frost

SECOND PLACE - , NMU v. UAH Hockey, Tyler Schwemin, Cody Boyer, Jill Willman, Jenna Kirby
Sports Media Partners

- Provides exposure and outreach to the UP community
- Provides opportunities for additional student learning
- Leverages commercial media assets to supplement NMU promotional efforts
Meeting the Challenge

State-of-the-art technology offers students skill-building experiences
Provides an enhanced guest experience for University and public events

Gives students hands-on practice with image magnification (I-MAG) display hardware & software
Strong partnership with CAPS & Athletics

Provides valuable content for NMU audiences

Hands-on learning for students interested in sports and entertainment production careers

Promotes personal growth and development
Recruitment & Retention
In Their Own Words...

Jill Willman  
Senior

Kelly McCommons  
Junior

Cody Boyer  
Senior

Mikenzie Frost  
Junior
Questions & Discussion