Broadcasting & Multimedia at NMU An Evolving Collaboration

Dwight Brady – Professor, Communications & Performance Studies 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

Northern Michigan University





Media that touches the entire Upper Peninsula

 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"

Northern Michigan University

Young Authors"

Radio

- "8-18 Media"
- "Superiorland Concerts"
- "In the Pines"
- "Marquette Area Blues Festival"
- "Learning Through The Seasons"







230.05

WNMU-TV's Education Advantage

educational broadcast services to K-12 schools throughout the U.P. and northeastern Wisconsin, providing about 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

Page 3

Public 9

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. In the 2012-13 school year over 30 student volunteers and interns produced 118 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 NMU, learning the pressures of live broadcasting and upholding high journalistic values, helps place them at the "front of the pack" when it comes to competing for entry level positions.

During 2012-13, WNMU-TV continued with its development of NMU Sports programming. The station's local production capabilities includes high definition, mobile production equipment that allows the station's television staff to produce content from nearly any location on the University's campus. In fall 2012, the station aired selected football & hockey games on WNMU's Channel 13.2, TV13HD and is also preparing to add Division I WCHA hockey games in the future. Production crews are comprised of station staff, as well as students from NMU'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-TV is a viewer-supported public service of Northern Michigan University.

Local Services Report





From news-gathering, to writing, to anchoring the newscast, everything on

Public Eye News is done by students.



WNMU-TV with a student crew.

Northern

Michigan University



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





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.

Northern

Northern





WNMU-TV Presents a New Documentary for Go Public! 2004...

Michigan's Gray Wolf Ghost of the Big Timber

ay, December 7 at 8 pm 1y, December 9 at 10 pm December 10 at noon



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



<u>Category Sweep</u> 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













Northern Michigan University

Meeting the Challenge



ADFORD CASE

www.miller-bradford.com

DCATS



ARQUETTE

Only The Best.



Superior Dome Multimedia I-MAG

- Provides an enhanced guest experience for University and public events
- Gives students handson practice with image magnification (I-MAG) display hardware & software





Northern Michigan University

Sports & Entertainment Production



- 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



