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NEWS RELEASE

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For Immediate Release DATE: August 12, 2003

Michigan Television opens The Box at the Original Ann Arbor Street Art Fair July 16-18.

ANNARBOR—Michigan Television will offer folks a chance to speak-up and speak out when it opens The Box as part of the Original Ann Arbor Street Art Fair July 16-18.

The Box is a mobile television studio equipped with a fixed video camera and recording equipment that will provide a forum for visitors to sound off on timely and thought-provoking topics centered on their lives and world events.

"People can step in, sit down and express opinions on various topics of the day," explains Christopher Williams, marketing director for Michigan Public Media.

Topics could range from how events in the Middle East affect people personally to the recent Supreme Court affirmative action case, to "something that gets at the role arts plays in our communities and lives," adds Jay Nelson, station manager for Michigan Television. "It's a good supplement to our programming to find out what the citizens in our community are thinking. "

These clips will be edited together and rebroadcast on WFUM (channel 28, Flint). Airing is scheduled to begin in September.

The Box could become a familiar sight for area residents. Williams says his organization's long-range plan is to show up at public events around the southeast Michigan area "and be a part of those events. It is giving our viewers an opportunity to provide feedback to us."

These short video clips will be collected, reviewed, edited, and featured throughout Michigan Television's regularly scheduled programs as interstitials (the airtime between programs), as well as collected and edited together for long-form television programs.

The Box will travel throughout Michigan to shopping malls, college campuses and other public, high traffic areas to continue posing these thoughtful and provocative questions directly to the public.

The Box is the most recent example of Michigan Television's commitment to fulfilling its role as a steward of public awareness, education and culture, as well as providing a center for media-based research and development. It builds upon and extends Michigan Television's tradition of thoughtful, compelling programming for Mid and Southeast Michigan.

Michigan Radio is WUOM 91.7 Ann Arbor/Detroit, WVGR 104.1 Grand Rapids, and WFUM 91.1 Flint – michiganradio.org.

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Michigan Television is WFUM-TV Flint – Channel 28 – michigantelevision.org.

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