

## **WVIA Community Advisory Board**

Thursday, May 21, 2015 12 noon

The Community Advisory Board met at noon on May 21, 2015 at WVIA. In attendance were Jo-Ann Reif, chair, Murray Small, Dick Briden, Judy and Tom Hall, Tony Brooks, Carol Tome, and Elaine Herzog. Doug Cook, Chris Norton, and Ginny Fredmonski represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Doug Cook reviewed recent WVIA TV program highlights and upcoming events. The *Our Town* series featured West Pittston in February and Milford in April; *Our Town Orwigsburg* is scheduled to air June 4. Judy Hall suggested WVIA consider revisiting communities to update stories of positive changes. *Call the Doctor* topics: Heart Disease (Feb), Colorectal X Cancer (Mar), Diabetes and Obesity (Apr), Arthritis (May), Healthy Outdoors (June special). Ken Burns' *Cancer: Emperor of All Maladies* aired March 30-April 1. WVIA's original film on the Geisinger Health System has received strong response. Both from local viewers and from nationwide on-demand viewing. Jo-Ann Reif commented that the documentary was very well done, and Judy Hall felt it was very informative and consistent with her own experience with Geisinger. The Chiaroscuro Jazz Conservancy series features Hughesville and Line Mountain high schools, as well as the PMEA Regional Jazz Festival in Danville. WVIA is offering a preview screening June 14 for the new *Poldark* episodes coming to Masterpiece June 21. Doug Cook explained WVIA's new public affairs show, *Stay Tuned*, in development for October premiere. Guided by the Institute for Public Policy and Economic Development research, it will feature segments on various community topics across the region. Dick Briden felt that WVIA is the perfect medium to highlight these important issues and promote positive change.

Chris Norton reviewed WVIA FM special program highlights and upcoming events, including a full season of Simply Grand and Homegrown Music concerts and the Northeastern Pennsylvania Philharmonic chamber music programs. The high school *Poetry Out Loud* regional competition was broadcast on TV and radio in April, National Poetry Month, and the High School Musical Preview series publicized school productions from March into May. WVIA will host a performance by finalists in the Bloomsburg University Young Classical Artist Competition on June 7, recorded for later broadcast, and our Wildflower Music Festival series continues for another season, June through August.

Tony Brooks spoke in favor of a WVIA documentary on artist George Catlin whose roots were in northeastern Pennsylvania. Many of his works have been exhibited in the Louvre and the Smithsonian. Funding would need to be arranged for such a documentary. Jo-Ann Reif suggested a presentation on English society, manners, and traditions coordinated with the *Downton Abbey* series on Masterpiece. Dick Briden suggested WVIA hold an open house event to let the public experience the television and radio station “behind the scenes.”

Jo-Ann Reif confirmed that she will present her report on CAB activities at the June 11 meeting of the WVIA Board of Directors, with a focus on how WVIA fulfills its mission of public service programming. The CAB selected dates for upcoming meetings:

September 17, 2015

January 7, 2016

May 12, 2016

All meetings at 12 noon at WVIA studios.

The meeting adjourned at approximately 1:30.

Respectfully submitted,

Chris Norton