

## **VIA Community Advisory Board**

Thursday, January 10, 2019

The Community Advisory Board met at noon on January 10, 2019 at VIA. In attendance were Tom Hall (chair), Judy Hall, Tony Brooks (co-chair), Linda Keene, Elaine Herzog, Tonyehn Verkitus, Midori Yamanouchi, and Bill Hudon. Absent: George Coulter, Caryn Powers, Dick and Barbara Briden, Murray Small. Tom Curra and Chris Norton represented WVIA.

Tom Hall (chair) called the meeting to order, and the CAB approved minutes of the September 2018 meeting.

Chris Norton outlined the VIA Strategic Planning process that has been in progress since November. The management team identified 6 Key Results Areas on which to focus over the next three years: New Technology, Staff Success, Development and Sustainability, New and Engaging Content, Building Remodel, and Measured and Informed Decision-Making. Two directors joined the team to help draft fresh Mission, Vision, and Values Statements, which have now been approved by the board. During January and February teams of staff members will draft first year goals for FY 2020 that align with the overall organizational goals, then February and March will focus on developing the FY 20 budget based on plan goals. The management team has also begun Digital Culture Accelerator training, and this year-long program will guide planning for years 2 and 3 of the three-year strategic plan.

CAB members were invited to assist by hosting “Listening Sessions” in their communities. These would be small group meetings to hear public opinions about VIA’s value to the region. Several members volunteered to coordinate such sessions and will follow up with Chris Norton. Judy Hall expressed pleasure that VIA views strategic planning as an extended process, not just production of a document. Tom Hall noted the digital emphasis is important, as NEPA is often viewed as behind the curve in digital technology.

Chris Norton briefed the CAB on several community initiatives, including 3 *Victoria* preview screenings in Pittston, Lewisburg, and Tunkhannock. The February *Insider Experience* will feature upcoming PBS highlights as well as local projects. The statewide *Battling Opioids* includes the recent December broadcast, a January Community Conversation at Dallas High School for February broadcast, the premiere of the next statewide broadcast in April followed by VIA’s participation in the PA Pain and Addiction Summit at Mohegan Sun Pocono. *God Knows Where I Am* documentary screenings and community conversations happened in Selinsgrove and Danville in November and December, with two more coming in East Stroudsburg and Scranton in April and May.

Tom Hall suggested public media might consider telling stories of government shutdowns: value of services lost, impact of denigrating government services, etc. Chris thanked CAB members who offered to help arrange listening sessions in the months to come.

The meeting was adjourned.

Next meeting: May 16, 2019 at noon at VIA.

Respectfully submitted,

Chris Norton