

VIA Community Advisory Board

Thursday, September 19, 2019 12 noon

The Community Advisory Board met at noon on September 16, 2019 at VIA. In attendance were Tom Hall (chair), Judy Hall, George Coulter, Caryn Powers, Tony Brooks, Dick Briden and Murray Small. Absent: Elaine Herzog, Tonyehn Verkitus, Bill Hudon, Linda Keene, Midori Yamanouchi. Tom Curra, Chris Norton, Dina Orlando, Larry Vojtko, and Mindy Cronk represented WVIA.

Tom Hall (chair) called the meeting to order, and the CAB approved minutes of the May 2019 meeting.

VIA radio station manager Larry Vojtko updated the CAB on the new public affairs program *Keystone Edition* that launched in May, airing Sundays at 7:30 AM and 4:30 PM. It's a locally produced magazine-style show containing several stories on different topics each week. Larry invited suggestions for topics and guests from the CAB.

Chris Norton updated the CAB on summer community engagement events, including 2 screenings of Summer of Space with a speaker from the Bloomsburg University science department. VIA held 6 preview screenings of the Ken Burns documentary series *Country Music* with four of them featuring performances by regional musicians. VIA also conducted a *Country Music* songwriter contest in conjunction with Froggy 101, producing online videos for the three winning artists. VIA rented a theater at Cinemark and sold out tickets for a preview screening of the *Downtown Abbey* feature film Sept. 15 and hosted a screening of *Concerto* during the Dietrich Theater fall film festival. About 2000 attended the VIA *Be My Neighbor Day* family activities at Bloomsburg University August 10.

Over the summer VIA installed new radio studio equipment on the campus of Bucknell University, and VIA now operates WVBU FM from that location. The studio is used for interviews and programs highlighting campus and community events. Caryn Powers suggested an interview with William Payne promoting the Susquehanna Valley Chorale, and that is already in the works, along with many other arts organizations, as Fiona Powell coordinates time in Williamsport and Lewisburg studios.

Battling Opioids project manager Mindy Cronk briefed the CAB on this continuing collaboration among Pennsylvania Public Media stations. Sept. 26 will be the next statewide broadcast (Part 3) with production again coordinated by the VIA content team. Jim Donnelly has launched a *Battling Opioids* podcast, and program outreach has been significantly increased. The project has been nominated for national recognition in the Local That Works competition. Caryn Powers asked if the content was broadcast nationally, and Chris explained that it is a Pennsylvania collaboration featuring Pennsylvania stories, but that all content is available worldwide on the *Battling Opioids* website.

Upcoming highlights include a *Poldark* final season preview Sept. 25 at the Campus Theatre, Lewisburg and a *Sesame Street* 50th anniversary family event Oct. 12 at the Viewmont Mall. VIA Family Days at the Lackawanna County Coal Mine and Anthracite Heritage Museum are Nov. 2-3 and 9-10. PBS launches a new public affairs series called *Retro Report*, and VIA is partnering with Bloomsburg University to hold a screening and panel discussion November 13 that will be taped for TV broadcast. The topic is Sport, Race and Protest: A Community Conversation. A grant-funded promotional event for the PBS food show No Passport Required is in the planning stage, as well as an ArtScene conference (spring 2020) that celebrates the 40th anniversary of Erika Funke's service with VIA.

Tom Curra thanked chairman Tom Hall for his report to the VIA Board of Directors in June, commenting that the report was well-received by the Board.

The meeting was adjourned. Next meetings are scheduled January 16, 2020 and May 20, 2020 at 12 noon at VIA Public Media Studios.

Respectfully submitted,

Chris Norton
Sr. Vice President

Thank you for your service on the VIA Community Advisory Board !