

WVIA Community Advisory Board

Thursday, September 17, 2015 12 noon

The Community Advisory Board met at noon on September 17, 2015 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Judy and Tom Hall, Tony Brooks, Elaine Herzog, and Midori Yamanouchi, Ph.D.. Doug Cook, Chris Norton, Ginny Fredmonski, and Tom Curra represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Doug Cook reviewed recent WVIA TV program highlights and upcoming events. *Stay Tuned* is WVIA's new monthly public affairs series premiering October 22. CAB members are invited to a preview screening October 19. Guided by the Institute for Public Policy and Economic Development research, each show will feature several segments on various topics drawn from lifelong learning, economic development, health and wellness, arts and culture and the regional quality of life. The CAB watched a short video preview and offered ideas for possible future segments: Hazleton revitalization including DBI headquarters, origin of NEPA place names, ethnic diversity of NEPA, etc. *Our Town* programs in development include Wellsboro (Nov.), Dallas (February), the Abingtons (April) and Kingston (June.) *Call the Doctor* begins its 28th broadcast year with a monthly focus on major NEPA health issues, guided by an advisory panel. WVIA will carry additional season of *Doc Martin*, and PBS programs of particular interest include *Walt Disney*, *Indian Summers*, *Arthur and George*, and *Downton Abbey*.

Chris Norton reviewed WVIA FM special program highlights and upcoming events, including four Simply Grand Concerts, in this the 25th year of presenting these live performances. Barry and Mary Hannigan, October 11; Eileen Hanisch and Rick Hoffenberg, Nov. 5; Donald Boomgaarden, Feb. 14; and Mod2 May 22. In addition, WVIA will again host four Northeastern Pennsylvania Philharmonic Chamber Music programs Sept. 17, Nov. 12, Jan. 21, and March 3, as well as Homegrown Music Concerts Oct. 5, Nov. 9, Jan. 11, Feb. 8, Apr. 11, and May 9. Over the summer WVIA FM hosted the Bloomsburg University Young Classical Artist Competition, presented a series of weekly programs featuring performers at the Wildflower Music Festival and recorded highlights of the Scranton Jazz Festival and the Delaware Water Gap Celebration of the Arts jazz festival for broadcast.

Mr. Norton then outlined three “Core Tasks” WVIA management has identified for this year for exploration by staff task forces:

- A. Stengthen membership and fundraising
- B. Expand outreach and community engagement
- C. Celebrate WVIA’s 50th anniversary

The CAB discussed ways they could help, particularly by identifying community groups who would welcome a speaker from WVIA as part of outreach efforts.

Tom Hall commented that the WVIA documentary of the Geisinger Health System was great, and Tom Curra spoke of the station’s partnership with Geisinger leading to future projects based around the Susquehanna River and mental health issues in the region. Tom Hall voiced a concern that Hazleton mine drainage could endanger the Susquehanna River and mentioned a series of programs WVIA has carried about reclaiming Pennsylvania waterways. Jo-Ann Reif added that Murray Small has developed a process for cleaning acid mine water. Midori Yamanouchi recommended reaching out to colleges and developing other publicity angles for station concerts and other events.

Jo-Ann Reif asked whether the CAB might cancel the January meeting, particularly if the weather is bad. After discussion, the board decided to maintain the scheduled January meeting as planned, with the option to cancel at the last minute if attendance looks problematic or if the weather interferes. The meeting adjourned about 1:30 PM.

Next meetings: **January 7, 2016** **May 12, 2016** 12 noon at WVIA

Respectfully submitted,

Chris norton