

WVIA Community Advisory Board

Thursday, January 9, 2014 12 noon

The Community Advisory Board met at noon on January 9, 2014 at WVIA. In attendance were Tony Brooks, Caryn Powers, Doris Bigelow-Lees, and Carol Tome. Tom Curra and Chris Norton represented WVIA. In the absence of the chair, Tony Brooks called the meeting to order.

Chris Norton reviewed recent WVIA TV program highlights, updating the 2013-2014 Premieres & Specials schedule. Locally produced holiday specials included *Bucknell Candlelight Christmas* and *Jazz Noel*. WVIA featured the Berwick High School stage band in a *Chiaroscuro Conservancy* program in October. We plan 3-4 such programs this spring, to air in fall. Our *Washington Update* series presented in-depth interviews with 5 federal legislators representing our region. Caryn Powers noted that interviewing Senators and Congressmen was a great idea. *Waterwise* is a two-part documentary about preserving Pennsylvania's watersheds, with a first episode on western PA watersheds last October and a second on central PA watersheds Jan. 13. Our *Poetry Out Loud* competition showcases high school students reciting poetry Feb. 12, taped for broadcast in April, National Poetry Month.. We are encouraging students and all viewers and listeners to read or recite the Gettysburg Address as part of a national outreach effort related to the Ken Burns documentary airing in April, *The Address*. Our *Scholastic Achievement Awards* program is scheduled for May 15. Caryn Powers suggested as possible funding sources for arts and education services the First Community Foundation and the Woodcock Foundation. Tom Curra reported that WVIA has a grant application pending with the FCF to fund Williamsport schools participating in WVIA educational services. He also previewed the upcoming WVIA documentary *Little League: A History* to premiere June 9. It is being distributed throughout the public television system and beyond. The board then watched a "sizzle reel" promo including many recent and upcoming programs, leading into the trailer for the *Little League: A History* documentary.

Chris Norton reviewed recent and upcoming WVIA FM highlights, including a recording of the Virgin Consort performance during the Hawley Winterfest, and the Arcadia Chorale *Messiah Singalong* recorded in Scranton. The November 10 *Simply Grand Concerts* featured Ellen Rutkowski, mezzo-soprano and Rick Hoffenberg, piano. Upcoming: The Dietrich Theater presents Karl Middleman on "*Leonard Bernstein: American Idol, American Idealist*" February 9 and the Eaken Piano Trio February 22. A Homegrown Music Concert showcased David Liebman, jazz November 11, and the next two events feature Oak Creek Road and Lorne Clark January 13, followed by King Radio and The Badlees February 10. WVIA has hosted one Northeastern Pennsylvania Philharmonic chamber music program in November, with two more to follow: *A Romantic Masterpiece by Brahms* January 16, and a string trio program March 6.

The High School Musical preview series publicizes school performances, with 20 schools set to participate this year. The series begins in February. Caryn Powers pointed out the Williamsport-based *Ray of Light* program, and Tom Curra remarked that WVIA has expressed an interest in being involved, but that WNEP has recently taped that event for their second channel.

The board reviewed WVIA's plan to engage the Hawley-Honesdale region. A first event will be held January 14 in the boiler Room at the Hawley Silk Mill. Jeanne Genzlinger has invited friends and community leaders to a reception at which Lisa Mazarella, Chris Norton, and Tom Curra will thank sponsors and members for their first-year support of the new radio signal. We'll propose an *Our Town: Honesdale* project to follow up the very successful *Our Town: Hawley*. And we'll propose a second gathering of community leaders this spring to discuss community issues in a radio interview format. That event may result in leaders from that region being invited to join the CAB.

Caryn Powers commented that the diversity of WVIA programs and outreach programs is amazing, and that she regrets that the broader public does not understand the impact of the funding loss of recent years. Doris Bigelow-Lees observed that many programs demonstrate good teamwork among various departments at WVIA. Carol Tome shared her perception that many people she has talked with about WVIA have expressed shock about the former CEO salary issue. Tom Curra briefed the board about the audience/membership research project now underway, saying its goal was to help WVIA focus resources on the programs and projects that most resonate with the audience. Caryn Powers referenced the designated donation system used by United Way, whereby donors indicate which programs they prefer to support. In discussing the plans for upcoming *Our Town* programs, Tony Brooks suggested *Our Town: Dallas* (or Back Mountain), with possible support from the Nesbitt Foundation. He also suggested a program or series celebrating the architectural heritage of various downtowns in the area. Caryn Powers suggested a program showcasing artists from our region.

The meeting adjourned with a reminder of the next scheduled CAB meeting:
Thursday, May 22 at noon at WVIA.

Respectfully submitted,

Chris Norton