

WVIA Community Advisory Board

Thursday, May 18, 2017 12 noon

The Community Advisory Board met at noon on May 18, 2017 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Dick Briden, Tom and Judy Hall, Midori Yamanouchi, Ph.D. George Coulter. Absent: Linda Keene, Doris Bigelow-Lees, Carol Tome, Caryn Powers, Meg Welker, Elaine Herzog, and Tony Brooks. Chris Norton, and Ginny Fredmonski represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Chris Norton again distributed a summary of the Communication Act describing the role and responsibilities of the Community Advisory Board, along with a schedule of PBS highlights for May. He explained that WVIA FM has partnered with NPR to host a panel discussion in the “Michel Martin: Going There” series June 6 at 7 PM in the University of Scranton Royal Theater. The topic is: *Civics 101: What Does It Mean to Be a Good Citizen in 2017?* In preparation for this online presentation, WVIA FM is producing and airing a number of interviews with regional leaders about local civic engagement projects.

At the suggestion of Caryn Powers, the main topic of the meeting was federal funding for the Corporation for Public Broadcasting. Jo-Ann Reif had e-mailed CAB members a letter suggesting the CAB schedule in-person visits to our region’s federal legislators to present a portfolio of WVIA’s public service programming and outreach efforts, particularly those services that used to be provided by social agencies and public education. Chris Norton pointed out that WVIA president/CEO Tom Curra has already met with our legislators, but that the CAB is free to plan its own agenda.

Ms. Reif reported that she had contacted Senator Bob Casey, and he has agreed to meet with members of the CAB for 15 minutes before taping an interview at WVIA May 26. Tom Hall volunteered to join Ms. Reif at the meeting. Ms. Reif said the approach to legislators would be as concerned private citizens, not as official representatives of the station. Mr. Hall said it was important to point out that WVIA supports arts and culture in an era when public schools are forced to cut arts programs. Dick Briden and George Coulter preferred to write individual letters to our legislators. Ms. Reif urged personal stories of the impact of WVIA programming and outreach projects. Judy Hall spoke of the unique value of non-commercial, uninterrupted programs. Tom Hall advocated expressing concern about threats to eliminate CPB funding from the federal budget and asking legislators to take on that issue and support continued funding.

Ms. Reif reminded the CAB she will give her annual report to the WVIA Board of Directors June 9 at 12 noon, fulfilling the responsibility to “advise the governing board whether the programming policies of the station are meeting the specialized educational and cultural needs of the communities served by the station.” (per Communications Act.)

The CAB selected dates for future meetings:

September 21, 2017 January 11, 2018 May 17, 2018 all at noon at WVIA.

The meeting was adjourned.

Respectfully submitted,

Chris Norton