

## **WVIA Community Advisory Board**

Thursday, September 20, 2018

The Community Advisory Board met at noon on September 20, 2018 at WVIA. In attendance were Murray Small, Dick Briden, Tom Hall, George Coulter, Caryn Powers and guest Skip Powers, Tony Brooks, Linda Keene, and two new members: Tonyehn Verkitus and Bill Hudon.. Absent: Midori Yamanouchi, Barbara Briden, Judy Hall, and Elaine Herzog. Tom Curra and Chris Norton represented WVIA. Members Carol Tome and Meg Welker have opted to retire from the CAB due to busy schedules. Longtime CAB member and Chair Jo-Ann Reif opted to retire after her June 2018 report to the Board of Directors. The CAB directed that a letter of thanks and appreciation be sent to Jo-Ann Reif for her long service.

The CAB approved minutes of the May 2018 meeting as well as the Chair's Report to the Board of Directors of June 2018.

Tom Hall suggested the agenda be revised to postpone electing a new chair until later in the meeting, particularly so that new members could get an opportunity to hear more about WVIA and participate in the discussion before being asked to vote. All agreed, so the CAB saw video highlights of the previous night's Insider Experience Fall Showcase, including a PBS Fall Highlights promo. Chris Norton explained the busy schedule of community engagement events with libraries, schools, and colleges related to The Great American Read series. Tom Curra detailed the Battling Opioids statewide collaboration of Pennsylvania Public Media stations. WVIA is the lead station producing a new Battling Opioids magazine program, featuring stories contributed by 7 stations. It will air statewide September 27 as part of a week of opioids programming every weeknight. WVIA will also produce a live panel discussion Community Conversation September 26 for which a studio audience is welcome. Tonyehn Verkitus asked about community screenings of the Battling Opioids programs, and Tom mentioned that WVIA would gladly partner with organizations to offer follow-up screenings with discussions. Tom introduced one video story WVIA produced for the program, Alexis Johnson's account of her addiction nightmare, inspirational recovery, and her new commitment to motivational speaking on behalf of prevention. The WVIA PBS Kids in the Classroom video documented the unique educational opportunities WVIA offers using PBS Kids program episodes, a costumed character visit, a hands-on lesson, and the distribution of free books to children pre-K through grade 2. CAB members who had attended the Insider Experience felt it was amazingly successful and urged that it be continued and expanded. Tom said the station was considering 2 programs a year, previewing fall and winter/spring highlights. Chris Norton reported briefly that WVIA would host two Congressional candidate debates October 29 and 30, Our Town projects are underway for Honesdale and South Williamsport, and new seasons of Simply Grand and Homegrown Music concerts are being planned.

Tom Hall called attention to the proposed bylaws, suggested they should be approved, as they provide some structure and organization for the CAB, and could always be revised based on actual experience over time. Chris Norton pointed out the new term limits, suggesting that it is not the intention to remove long-serving CAB members, but that such members could be considered to be now beginning a final three-year term, after which they could rotate off in 2021. The CAB unanimously approved the proposed bylaws, subject to final approval by the Board of Directors.

Several members nominated Tom Hall as Chair. No other nominations were offered, and Tom Hall was elected for a 3-year term through May 2021. Caryn Powers nominated Tony Brooks as Co-Chair. No other nominations were offered, and Tony Brooks was elected for a 3-year term through May 2021.

Dick Briden expressed his pleasure with this meeting and urged that members feel free to offer ideas at future meetings, in addition to hearing about projects WVIA already has in progress. Caryn Powers reminded the group of the value of having various WVIA staff members report on their projects at future meetings.

The meeting was adjourned.

Next meetings: January 10, 2019      May 16, 2019      at noon at WVIA.

Respectfully submitted,

Chris Norton