

## WVIA Community Advisory Board

Thursday, May 12, 2016 12 noon

The Community Advisory Board met at noon on May 12, 2016 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Judy and Tom Hall, Dick Briden, Midori Yamanouchi, Ph.D, Elaine Herzog, George Coulter, and Carol Tome. Absent: Linda Keene, Doris Bigelow-Lees, Caryn Powers, Tony Brooks, and Meg Welker. Chris Norton represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Chris Norton reviewed progress on WVIA's "Three Core Tasks" for the program year.

1. Strengthen membership and fundraising. Radio's April "Quiet Drive" was a success, minimizing interruptions and limiting the actual drive to 4 days and 2 hours—half of last year's 8.5 days. Through April, both TV and radio membership support are a little better than last year, largely due to mail and telemarketing success, but expenses are also up. The state budget debacle hurt WVIA and many of our underwriting sponsors, so overall revenues are down.
2. Expand outreach and community engagement. Recent events include the *Mercy Street* Preview January 10 and *Downton Abbey* screenings, tea, and finale dinner March 6. The radio station will host a Lake Wobegon Meatloaf Supper and Screening Party June 25, as Garrison Keillor retires from the show.
3. Celebrate WVIA's 50<sup>th</sup> anniversary. Staff are planning two events: An Open House August 6 with many displays about WVIA programs and mission, along with studio tours, performances, and children's activities. A Fundraising Dinner October 9 at Mohegan Sun at Pocono Downs, with a community awards presentation.

Carol Tome asked about the future of *A Prairie Home Companion*, and Chris explained we are considering the option to carry a mix of new Chris Thile programs and older Garrison Keillor reruns, but it is unknown how popular the new program will be. Tom Hall asked about the impact of the Passport video-on-demand membership benefit, and Chris reported that so far we have tracked several hundred new memberships specifically to access Passport.

Chris reviewed recent episodes of the new TV public affairs program *Stay Tuned*, including the Lackawanna County Treatment Court for addiction, a special prom for special people at Parker Hill Church, profiles of great teachers nominated by their students from Coughlin, Valley View, Scranton, Milton, and Hughesville schools, and a salute to Matt Marcinek for an inspirational story of overcoming disability. *Call the Doctor* episodes since January dealt with addictions, heart health, colorectal cancer, obesity, and arthritis. The CAB reviewed an e-mail comment from Sandy Viecezorek appreciating the mission of *Call the Doctor* to "enlighten and educate the public." She particularly valued the addictions programs "providing a forum for us to speak out about our struggles and to help others by doing so."

Recent community shows in the *Our Town* series include *Dallas* (February), *The Abingtons* (April), and the upcoming *Kingston* (June 2.) PBS highlights include *Mercy Street* (second

season in planning), *Call the Midwife*, *Grantchester*, and *Mr. Selfridge*, Ken Burns' *Jackie Robinson* premiere and *National Parks* rerun. *Genius by Stephen Hawking* is a 6-part series beginning May 18. The *National Memorial Day Concert* and *A Capitol Fourth* are coming for the summer, along with PBS coverage of Republican and Democratic National Conventions. *American Experience: the Presidents* is scheduled August 8-18.

Radio's final Simply Grand Concert of this 25<sup>th</sup> anniversary season is May 22 featuring the chamber duo Mod2. The final Homegrown Music Concert presented the Eric Mintel Quartet May 9. WVIA FM hosted four Northeastern Pennsylvania Philharmonic Chamber Music programs during the season, and 5 are planned for next season. The High School Musical Preview series spotlighted 13 school productions from February through April. The station will host the Bloomsburg University Young Classical Artists Competition recital May 15 and the Northeastern Pennsylvania Philharmonic Piano Competition June 12.

Judy Hall complimented a PBS program on gun control as demonstrating calm, thoughtful civic discourse too often lacking in other media treatment of controversial issues. George Coulter added that this civic discourse is a major mission of public broadcasting. The group reviewed a list of regional public affairs issues, ranked in order of importance by the Community Advisory Board in January 2016:

*Arts and entertainment*

*Regional history and culture*

*Economic development, business, and entrepreneurship*

*Health care, wellness, medicine*

*Aging and retirement*

*Education and lifelong learning*

*Poverty and social services*

*Science and technology*

*Crime and law enforcement*

*Immigration and refugees*

*Religion*

*Politics and government*

*Agriculture and environment*

*Race relations*

*Military, war, and veterans' issues*

Additional issues added by CAB members: *outdoor recreation* and *NIMBY-ism*

Jo-Ann Reif, Ph.D., will present the chair's report to the WVIA Board of Directors Friday, June 10 at 12 noon. The CAB selected meeting dates for the next program year: **Thursdays, September 15, 2016, January 12, 2017, and May 18, 2017** all at noon at WVIA.

Respectfully submitted,

Chris Norton