

WVIA Community Advisory Board

Thursday, May 17, 2018 12 noon

The Community Advisory Board met at noon on May 17, 2018 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Murray Small, Dick and Barbara Briden, Tom and Judy Hall, Midori Yamanouchi, Ph.D. George Coulter, Caryn Powers, Tony Brooks, and . Carol Tome. Absent: Linda Keene, Meg Welker, and Elaine Herzog. Chris Norton, Chris Zellers, Neil Prisco, and Tom Curra represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Chris Norton reported that WVIA's new community engagement initiative has involved many recent projects. The *American Creed* project included a December film screening and discussion with special guest Joe Maddon at the Hazleton One Community Center, followed by two February events at Bloomsburg University: a civic engagement fair for 125 high school students discussing themes inspired by the documentary, and a screening and community conversation/panel discussion taped for TV broadcast. Special guest for the Bloomsburg events was Sgt. Tegan Griffith, USMC whose story of service was also featured in the film. Tom and Judy Hall attended the Hazleton event and praised the meaningful, important subject matter for our national conversation. As the PBS series *Civilizations* highlights important art treasures through history, WVIA's ArtScene invites listeners to nominate significant "ArtScene Treasures of Our Region" for radio features and a special online map at www.wvia.org. Jo-Ann Reif contributed a commentary for the series and also presented a talk at the Dietrich Theater in conjunction with an April screening of the film on the artist Canaletto. Jo-Ann commented that the *Civilizations* film was visually stunning and often great, but she felt some of the commentary from participating academics was too theoretical.

Chris Zellers, Creative Director of WVIA Digital, demonstrated the online assets he developed for ArtScene Treasures as well as a special *Great American Read* events calendar. *The Great American Read* series debuts May 22, and WVIA has already convened several groups of librarians and university English faculty members to preview the program and brainstorm opportunities to work with WVIA to promote reading and discussion. WVIA plans a number of summer community appearances (beginning with Wilkes-Barre's Fine Arts Fiesta May 17-20) and fall screenings/discussions as the series continues in September and October.

Chris Norton updated the CAB on *Battling Opioids: A Project of Pennsylvania Public Media*. Public TV stations statewide will devote a full week of programming in September to the opioid crisis, and Tom Curra is executive producer of a new magazine-style program including numerous stories related to the epidemic. In addition WVIA is collaborating with Family Service Association of NEPa to publicize a conference on opioid abuse October in Wilkes-Barre. Judy Hall suggested stories of the effects of addiction on children and Caryn Powers mentioned the challenge of grandparents raising grandchildren when parents are unable to provide care.

Neil Prisco, Creative Director of Marketing and Branding, presented the rationale and Details of WVIA's proposed brand refresh, inviting the CAB to serve as a focus group for the ideas. Carol Tome felt that the new TV graphics were visually fine, but for radio it would be a challenge to evolve from saying and hearing "WVIA" to "V-I-A" to "via." Dick Briden said he liked the "via" concept but cautioned that brand transition takes time to be accepted. Caryn Powers commented that she liked the simplicity of the new logos.

Tom Hall suggested that WVIA produce a program on the significance of the recent primary election, the first after the state supreme court rejected existing gerrymandered districts. He also urged a story on how Pennsylvania communities can spur redevelopment, citing the example of Liverpool's transformation from industrial decay to a dynamic city. Tony Brooks pointed out the frustration that Geisinger plans to move a downtown call center to a suburban location, where the employees will be unable to contribute to downtown businesses. Caryn Powers spoke of the frustration many physicians feel about productivity pressure from the insurance system.

Jo-Ann Reif reminded the CAB she will give her annual report to the WVIA Board of Directors June 8 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 20, 2018 January 10, 2019 May 16, 2019 all at noon at WVIA.

The meeting was adjourned.

Respectfully submitted,

Chris Norton