

WVIA Community Advisory Board

Thursday, January 15, 2015 12 noon

The Community Advisory Board met at noon on January 15, 2015 at WVIA. In attendance were Jo-Ann Reif, chair, Tony Brooks, Caryn Powers, Dick Briden, Elaine Herzog, Meg Welker, and Carol Tome. Doug Cook, Chris Norton, and Ginny Fredmonski represented WVIA. Jo-Ann Reif called the meeting to order.

Doug Cook reviewed recent and upcoming WVIA TV highlights. The *Our Town* series showcased Towanda/Wysox in November and Bloomsburg in December; up next are West Pittston Feb. 19, Milford April 16, and Orwigsburg June 4. *Call the Doctor* has been totally revamped, guided by a healthy care advisory panel to focus on one of the most significant regional health issues each month. Two shows each month present personal stories of patients dealing with those health issues and emphasize connecting viewers with community resources to help. For example, about 1000 web hits were noted after the initial breast cancer show in October and our partner health care organizations reported an increase in public inquiries.

October	Breast Cancer	February	Heart Disease
November	Alzheimer's Disease	March	Colorectal Cancer
December	Mental Illness	April	Diabetes and Obesity
January	Addiction	May	Arthritis

Jo-Ann Reif observed that panelists sometimes wander off point and time constraints seem to prevent discussions from reaching enough depth. The set separates the moderator from panelists, and the moderator should control the discussion and engage all panelists more fully. She felt the testimonials were perfect in setting the tone for the program.

Greenlife PA began a third season of environmental shows in October. WVIA also presented three Congressional candidate debates in October for TV and radio. Ken Burns's historical documentary *The Roosevelts* premiered in September and WVIA will rebroadcast the series for President's Weekend, Feb. 14-15. The next Ken Burns feature *Cancer: The Emperor of All Maladies* is scheduled for March 30-April 1. WVIA has produced and aired original documentaries on major regional employer Gentex and on the history of Pennsylvania College of Technology, celebrating a centennial this year. This spring brings a major documentary of Geisinger Health System's leadership in the evolution of health care. *The Chiaroscuro Jazz Conservancy* program featuring Berwick High School jazz band airs January 20, with two additional programs to follow this spring. *Homegrown Music Concerts* resume TV broadcasts:

Jan. 8	Oak Creek Band	Jan. 22	David Liebman Expansions
Jan. 15	Clarence Bucaro	Jan. 29	MiZ band featuring Mike Mizwinski

Future *Homegrown Music Concerts* will continue as live radio broadcasts, but TV taping has been suspended for budgetary reasons.

Doug Cook outlined plans still in development for a new magazine-style public affairs program. The idea is to present several topics in each program as segments, combining pre-produced video packages with live host introductions and perhaps guest interviews. This concept will require significant advance work on each show, and the goal is to tell a variety of regional stories related to four key areas of WVIA's "brand filter:"

1. Lifelong learning
2. Health and wellness
3. Economic development
4. Quality of life, arts and culture, history, environment

Topic selection and the planning process will reflect our community engagement initiative.

Chris Norton reviewed recent and upcoming radio highlights. WVIA hosted the first-event *ArtScene Conference* November 18, with 110 attending a day-long series of speakers and panel presentations to benefit arts and cultural organizations. Those in attendance were very enthusiastic and requested an annual event, which would require annual funding. WVIA is hosting 4 *Simply Grand Concerts* this year:

Sept. 28 Metta String Quartet

Oct. 19 Gabriel Chamber Ensemble

Feb. 8 Richard Amoroso, violin and Sheri Melcher, piano

March 22 Barbara Liberasky-Nowicki, soprano and Carol Ann Archer, piano

The next *Homegrown Music Concert* is Feb. 9, featuring 2 jazz vocalists: Ashley Daneman and band, and LaTanya Hall with Andy Milne, piano. WVIA will host two more Northeast Pennsylvania Philharmonic Chamber music programs, for a total of four this season:

Jan. 22 woodwind quintet, music of Barber and Nielsen

Mar. 4 Bach, *Goldberg Variations* for string trio

WVIA will again host the regional *Poetry Out Loud* competition with NEIU #19 February 17, producing a TV special and a series of radio poetry features for April, National Poetry Month. The *High School Musical Preview* radio series was to be discontinued this year due to budgetary constraints, but the station has decided to resume the series after all, beginning February 22, Sunday afternoons at 4:30. A new initiative this year is the *Young Classical Artist Competition* in partnership with Bloomsburg University. The university will select student finalists to present in a recital this spring on campus, to be repeated at WVIA studio June 7, recorded for radio broadcast.

Jo-Ann Reif commented that the Artist of the Week TV student vignettes are excellent. Elaine Herzog, Dick Briden, and Meg Welker expressed appreciation for radio publicity for many Wallenpaupack region arts events, and suggested some sort of regular, funded lake region arts and events calendar. Dick Briden mentioned a call-in talk show he enjoys on WNYC and wonders if WVIA could undertake a similar talk show occasionally. Chris Norton explained that this would mean displacing some other program, and that talk shows are most effective when produced regularly rather than occasionally.

The CAB heard report that the January radio membership drive had a goal lower than in previous year, thanks to members who have already signed up as sustainers. The hope is to finish the drive in fewer than the usual 10 days. The CAB also heard an update on the situation involving former CEO Bill Kelly. The Board of Directors has entered into an agreement with Mr. Kelly to terminate his employment in building an endowment fund, effective Dec. 31, 2014. WVIA has experienced a precipitous drop in membership renewals over the last year and a half, with many former members citing excessive executive compensation as their reason for withholding support.

Jo-Ann Reif complimented WVIA's *Waterwise* series of programs on water quality improvement efforts in Pennsylvania, saying her husband Murray Small, a scientist was particularly interested in the recovery of metals from mine water. Meg Welker added that these and other programs could be of significant educational value for school use. Jo-Ann Reif mentioned a WPSU program airing after *Downton Abbey* and suggested that Fiona Powell could be a good resource for commentary on the manners and customs of the era in England.

The CAB adjourned until its next meeting: May 21, 2015 12 noon at WVIA.

Respectfully submitted,

Chris Norton