

## WVIA Community Advisory Board

Thursday, January 7, 2016 12 noon

The Community Advisory Board met at noon on January 7, 2016 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Murray Small, Judy and Tom Hall, Tony Brooks, Barbara and Dick Briden, Meg Welker, George Coulter. Absent: Linda Keene, Elaine Herzog, Doris Bigelow-Lees, Caryn Powers, and Midori Yamanouchi, Ph.D. Doug Cook, Chris Norton, Tom Curra and Ginny Fredmonski represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

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

- A. Strengthen membership and fundraising. Radio fundraising at the midpoint of the fiscal year is up 3%, on track to reach goal, largely thanks to sustainer support. TV lags behind, and the push is to increase mail and phone efforts to offset lagging on-air drives. Tom Hall asked if PBS had resources to help small market stations in membership, and Tom Curra replied that PBS hosted many WVIA staffers at a regional meeting in Baltimore that explained many such assets, including the new Passport video on demand member benefit.
- B. Expand outreach and community engagement. WVIA held a series of *Downton Abbey* preview screenings throughout the region and a fundraising tea at the station, and a Finale dinner is planned in March. We have 195 reservations for a *Mercy Street* preview event featuring Civil War re-enactors and guest presentations. We are increasing our educational *Clubhouse in the Classroom* school visits this year.
- C. Celebrate WVIA's 50<sup>th</sup> Anniversary. Doug Cook outlined preliminary plans for on-air Promotion, a public Open House with tours and family-oriented activities in the summer, and a fund-raising anniversary dinner in the fall, possibly featuring a community awards program.

Doug Cook previewed upcoming *Stay Tuned* public affairs stories, including a central PA heroin recovery program, technical schools and workforce readiness training, the long-running COTA Jazz Festival, the Eagle's Mere toboggan slide, and a tribute to jazz great Phil Woods. The Weinberg food bank, childhood poverty in the region, the String Project teaching music to young students, and more. Plans for later stories include the LCTA/COLTS bicounty transportation collaboration, confronting animal abuse, adoption, teachers who have made big impacts, entrepreneurship. Dick Briden commented on the P&G energy independence success, George Coulter suggested a "Things That Aren't Here Anymore" feature, and Jo-Ann Reif spoke in favor of the workforce training focus but observed that the stories could use a stronger introduction to explain the context. *Call the Doctor* topics for the months ahead include addiction, heart health, colorectal cancer, obesity and diabetes. *Our Town Dallas* airs February 4; *The Abingtons* is in production for April 14, with *Kingston* to follow June 2. PBS Highlights include *Downton Abbey's* final season and the premiere of *Mercy Street* January 17, with WVIA hosting extensive promotional events for both.

Chris Norton highlighted WVIA FM special programming, including upcoming *Simply Grand* and *Homegrown Music Concerts*, the Northeastern Pennsylvania Philharmonic chamber programs, and the *High School Musical Preview* series in February and March.

Tony Brooks discussed the problem of cultural silos in the region and asked how we get the public to discover the valued programming of public media when they're so immersed in popular culture and commercial media. He suggested free concerts in neighborhoods to get public attention. Jo-Ann Reif reminded us of the continuing need to look at issues from a variety of perspectives.

CAB members were asked to score a list of public affairs issues according to their importance in Northeastern Pennsylvania. Results will be discussed at the next meeting.

The meeting was adjourned. Next meeting: Thursday, May 12, 2016 at noon at WVIA.

Respectfully submitted,

Chris Norton