

WVIA Community Advisory Board

Thursday, September 21, 2017 12 noon

The Community Advisory Board met at noon on September 21, 2017 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Murray Small, Dick Briden, Midori Yamanouchi, Ph.D., George Coulter, Caryn Powers, Tony Brooks, Elaine Herzog. Absent: Linda Keene, Doris Bigelow-Lees, Carol Tome, Tom and Judy Hall, Meg Welker. Tom Curra, Chris Norton, and Andrea O'Neill represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

WVIA Director of Education Andrea O'Neill outlined many facets of WVIA's education and outreach mission. WVIA celebrates students who excel in academics and the arts. We have 45 school districts contracted in our **Enhanced Scholar Program**, serving approximately 95,000 students under the care of 4500 teachers. Our **Artist of the Week** program showcases 81 talented visual and performing arts students on wvia.org, leading to Artist of the Year gallery exhibitions at the end of the school year. **Scholastic Scrimmage** competition features high school teams in televised quiz shows based on school curriculum. WVIA presents a career workshop for teachers working with Pennsylvania College of Technology and a Box of Light animation workshop leading to an Educational Film Festival for students. Debby Konnick has moved from the membership department to education, and she coordinates dozens of **PBS Kids in the Classroom** visits to kindergarten and elementary classrooms. Upcoming family outreach events include "Be My Neighbor Day" Oct. 22 at PNC Field, the 2-weekend member event at Lackawanna County Coal Mine Tour and Anthracite Museum Nov. 4-12, and a free community event at The World of Little League in South Williamsport Nov. 18. Murray Small asked how students prepare for the Scrimmage competition, and Andrea explained some schools practice with their teams for weeks, while others do not appear to prepare specifically for the game. Jo-Ann Reif asked how Artists of the Week are selected, and Andrea explained that each district nominates two exceptional students. Handouts included details on WVIA's Enhanced Scholar Program, Scholastic Scrimmage participants, and PBS Kids Clubhouse community events.

Tom Curra and Chris Norton detailed the multi-platform outreach project WVIA undertook in conjunction with the Ken Burns and Lynn Novick 18-part documentary, *The Vietnam War*. WVIA produced 5 online videos of local stories connected to the Vietnam War era. Regional veterans participated in two panel discussions on their war experiences, for broadcast Sept. 22 and 29. *ArtScene* interviews highlighted topics related to the war, music features related stories behind popular songs of the era, and WVIA initiated a partnership with Rock 107 to assist in the TV tapings and in promoting the project to their target audience of men, many of whom served in the military during the 1960's and 70s.

Other WVIA TV local programming highlights include the 30th season of *Call the Doctor* a new reality program featuring local demolition/restoration projects, *Demo Boss*. WVIA's *Our Town* series will showcase Old Forge in March 2018, to be followed by two other communities not yet confirmed. Honesdale will be featured in March 2019. *This is My Song* is a special Susquehanna University concert celebrating the 500th anniversary of the Reformation in October.

Peoples of the Susquehanna River is a historical documentary produced in partnership with Bucknell University, premiering in November, and a new holiday special is ***Christmas at Susquehanna: 50th Anniversary Candlelight Service***.

PBS highlights include *Poldark*, *The Durrells of Corfu*, and *The Collection* coming to ***Masterpiece***. A new season of ***Finding Your Roots*** traces the family histories of Garrison Keillor, Carly Simon, Ted Danson, and others. ***Frontline*** has a 2-part series, ***Putin's Revenge***. This year's Kennedy Center Mark Twain Prize goes to David Letterman, and ***American Masters*** will profile Edgar Allen Poe and Bob Hope. The PBS Arts Fall Festival presents 6 Broadway programs October 20- Dec. 1. Handouts include WVIA local programing and PBS highlights.

Chris Norton reviewed radio highlights and upcoming events. Summer and fall special projects include the Scranton Jazz Festival and Delaware Water Gap Celebration of the Arts jazz festival, at both of which George Graham was honored for his 45 years of service at WVIA. We also hosted the Bloomsburg University Young Classical Artist Competition winners' recital, and that event has been booked again for 2018. NPR has discontinued production of ***Car Talk***, so WVIA now airs ***Wait Wait Don't Tell Me*** Saturday morning at 10, followed by a similar quiz show, ***Ask Me Another***. WVIA has added ***Fresh Air Weekend*** and has dropped ***Piano Jazz***, which has been in reruns since 2011. Due to increased interest in national news, WVIA-FM has added NPR newscasts at 11 AM, 12 noon, 1 and 2 PM, so that we now consistently carry NPR news at the top of each hour weekdays from 5 AM through 6 PM. CAB members were divided in opinions on this change. Some appreciated the additional news updates, while others felt it interrupted mid-day classical music and displaced familiar features such as ***ArtScene*** and ***Writer's Almanac***. Tom Curra assured the CAB that WVIA remains committed to classical music, but news programming such as ***Morning Edition*** leads in fundraising, and WVIA hopes to contact members to identify which TV and radio programs are most important to them.

The first Simply Grand concert of the season is Sunday, September 24 with Lehigh Valley native Domenic Salerni, violin and Stephen Whale, piano playing sonatas of Debussy and Brahms. February 18, 2018 we present soprano Alissa Rose of Mansfield University, and March 18 we feature Ron Stabinsky, piano. Homegrown Music Concerts resume October 16 with singer/songwriter/pianist Wade Preston, from the Billy Joel Broadway show, ***Movin' Out***.

Dick Briden commented that the list of television and radio programming initiatives, education services, and community outreach projects is very impressive. Elaine Herzog added that WVIA gets a lot accomplished, especially considering limited resources. Chris Norton thanked CAB members for their feedback and reminded them that input is welcome at any time.

The meeting adjourned. Next meetings: January 11, 2018 May 17, 2018 at noon at WVIA.

Respectfully submitted,

Chris Norton