

## **WVIA Community Advisory Board**

Thursday, January 12, 2017 12 noon

The Community Advisory Board met at noon on January 12, 2017 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Dick Briden, Elaine Herzog, George Coulter. Absent: Linda Keene, Doris Bigelow-Lees, Tom and Judy Hall, Carol Tome, Caryn Powers, and Midori Yamanouchi, Ph.D. Chris Norton, Tom Curra and Ginny Fredmonski represented WVIA. Jo-Ann Reif, chair, called the meeting to order.

Tom Curra and Chris Norton reviewed WVIA TV recent program highlights and upcoming events. WVIA hosted 3 Congressional candidate debates in November for the 10<sup>th</sup>, 11<sup>th</sup>, and 17<sup>th</sup> districts. Dick Briden commented that Larry Vojtko was a fine moderator. *Call the Doctor* January topics are Exercise and Nutrition and Thyroid Disease. A special lecture on Nutrition will be aired in the TCMC Preventive medicine series. *Our Town: Pittston* airs February 23 with later shows in development: Taylor (April 13), Mountaintop (May 11), and Tamaqua (June 1). Elaine Herzog volunteered to facilitate conversations to build support for a future Honesdale show. *Scholastic Scrimmage* tapings are underway in January. *Stay Tuned* is on hiatus for budgetary reasons. Tom Curra explained the launch of the PBS Kids 24/7 channel January 16. Other PBS highlights include *Hamilton's America* during the fall arts festival and *The Hollow Crown: Wars of the Roses* Shakespeare series in December. Jo-Ann Reif spoke highly of Benedict Cumberbatch in *Richard III*. *Mercy Street* resumes for a second series in January, and WVIA will host two promotional screenings with panel discussions January 21 at the Campus Theater, Lewisburg and January 22 at WVIA studios. A schedule of other PBS highlights upcoming for January through April was distributed.

Chris Norton reviewed radio highlights and upcoming events, including George Graham's broadcast of the COTA Jaz Festival over 2 weeks in November. Jo-Ann Reif praised NPR's in-depth, civilly courteous news coverage during the presidential campaign and election, through the transition period and Inauguration Day live coverage. The 25<sup>th</sup> anniversary season of Simply Grand Concerts continues with Andrew Rammon, cello and Naomi Niskala, piano (January 25), Charisse Baldoria, piano (March 26) and The Anglo –American Duo (April 23). Homegrown Music concerts were on hiatus through December for budgetary reasons, but will resume for the spring. The Northeastern Pennsylvania Philharmonic Chamber Music series of 5 concerts will resume with Andre Tarantiles, harp (January 19), Laura Gilbert, flute (March 23) and the Dvorak piano quintet (April 20.)

CAB members were invited to complete a brief radio listener survey offered to the general audience during the January membership drive. The purpose is to gauge audience support for various programs, particularly *Car Talk* and *A Prairie Home Companion*, both of which face challenging futures due to transition in hosts. Jo-Ann Reif summarized the feelings of many in saying *A Prairie Home Companion* without originator and story-teller Garrison Keillor is not as strong a program as it once was. Chris Norton said the station wanted to give the new show a chance to establish an audience, but that audience/membership input may lead to replacing one or both shows in the lineup.

Jo-Ann Reif postulated that newer public radio listeners may not feel the same responsibility to support public media that their forbears did because “they didn’t invent it.” They have never lived in an era of limited media alternatives, so they take public broadcasting for granted. She congratulated Ginny Fredmonski and the WVIA team for organizing a successful 50<sup>th</sup> Anniversary event in the fall. Ms. Reif noted an operational error in which a Saturday afternoon opera broadcast was terminated prematurely, and Chris Norton explained it was a network Transmission problem, not a WVIA error. Jo-Ann Reif alerted the CAB members that she would be heard in the January 29 edition of *ArtScene* discussing Delius. Tom Curra concluded the meeting by alerting the CAB that the industry is rapidly changing and that WVIA will launch a comprehensive strategic planning process in the near future.

The meeting was adjourned. Next meeting: Thursday, May 18, 2017 at noon at WVIA.

Respectfully submitted,

Chris Norton