

WVIA Community Advisory Board

Thursday, September 11, 2014 12 noon

The Community Advisory Board met at noon on September 11, 2014 at WVIA. In attendance were Jo-Ann Reif, chair, Tony Brooks, Caryn Powers, Doris Bigelow-Lees, Tom and Judy Hall, and Elaine Herzog. Tom Curra, Chris Norton, and Ginny Fredmonski represented WVIA. Jo-Ann Reif called the meeting to order.

Tom Curra reviewed recent WVIA TV program highlights and upcoming shows, including the original WVIA documentary *Little League: A History*. Caryn Powers remarked that the film is fabulous, and that the Little League community in Williamsport is very happy with this historical film as they celebrate their 75th anniversary. She mentioned that an independent producer is proposing to develop a feature film about founder Carl Stotz. WVIA's coverage of the Little League Challenger game was broadcast by 26 stations this year. The *Our Town* series highlighted Luzerne in May and Montoursville in June, with plans to feature Towanda/Wysox (November), Bloomsburg (December), West Pittston (February 2015), Milford (April) and Orwigsburg (June). Tom Curra explained the new approach to the *Call the Doctor* series, creating a steering committee of partner agencies from health care to provide input, guided by results of a community health needs assessment. The program will focus on a major health issue each month with the goal of connecting viewers with community resources to get help. With a new set and new production values, the revamped show will premiere October 8 and 15. Among the PBS highlights is the new Ken Burns documentary series, *The Roosevelts*, September 21-27.

Chris Norton reviewed recent and upcoming WVIA-FM program highlights, including recordings of the Scranton Jazz Festival and Delaware Water Gap COTA Jazz Festival. The next *Homegrown Music Concert* is September 15, featuring the rock/fusion band Tauk along with jazz saxophonist Tom Hamilton. Upcoming *Simply Grand Concerts* will showcase the Metta String Quartet (September 28), The Gabriel Chamber Ensemble (October 19), Sheri Melcher, piano and Richard Amoroso, violin (February 8, 2015) and Barbara Liberasky-Nowicki, soprano with Carol Ann Archer, piano (March 22.) In addition, WVIA FM will host four chamber concerts with the Northeastern Pennsylvania Philharmonic:

Sept. 17, 2014	Erica Kiesewetter, violin Jon Nakamatsu, piano Franck, <i>Sonata in A Major</i> Brahms, <i>Sonata #1 in G Major Op. 78</i>
Nov. 5	Katy Williams, sop; Pascal Archer, clarinet; Sonyeon Kim, piano
Jan. 22, 2015	Laura Gilbert, Flute; Alexandra Knoll, Oboe Pascal Archer, clarinet; Maureen Streng, Bassoon; Sara Cyrus, Horn. Barber <i>Summer Music</i> and Nielsen <i>Quintet</i>
Mar. 4	Yukie Handa, Violin; Katrina Smith, Viola; Jeremy Lamb, Cello. Bach, <i>Goldberg Variations</i> for string trio

Tom Curra updated the CAB on WVIA's strategy for increasing community engagement by "turning the station outward" for content ideas. A series of meetings with the Institute for Public Policy identified many community needs aligned with WVIA's "content filter" issues:

Health and wellness

Economic development

Lifelong learning (PBS Kids, school serviced, regional docs, how-to, citizenship)

Quality of life (regional arts, culture, history)

He mentioned the United Way of Luzerne County's new focus on child poverty. Elaine Herzog pointed out that the Hawley Rotary also has a focus on children and has found appalling poverty, adding that Rotary would welcome WVIA speakers on community topics. Caryn Powers mentioned the Williamsport United Way needs assessment. Jo-Ann Reif questioned whether the intended beneficiaries of such programming would be likely WVIA viewers. Tom Curra suggested that programs might focus on the potential for solving problems, rather than dwelling on the negative situation; for example, a program on addictions could focus on success stories of people who escaped the cycle. Doris Bigelow-Lees observed that many people with addiction issues can't accept help; others do but relapse many times. Caryn Powers suggested the community foundations would probably help support WVIA's community engagement efforts.

Tom Curra pointed out a unique workforce development effort underway in Williamsport, in which students tour workplaces and learn about skills required for various careers. Tom Hall pointed out from his experience that the aviation industry needs mechanics, but that few young people are interested in that field. Jo-Ann Reif suggested that it would be valuable to take students for tours of arts and cultural venues, not just workplaces.

In additional discussion items, Tom Hall said he noticed and appreciated the "who we are and what we believe" messaging on WVIA FM. Jo-Ann Reif suggested the community service message could be effective in membership drives, and Elaine Herzog suggested testimonial messages about various community service initiatives.

CAB members received a form asking for their input ranking most important issues in WVIA's "brand filter," along with additional suggestions for significant public issues of the region. Three members filled out the questionnaires on the spot, and others were asked to provide their input before the January meeting.

The CAB adjourned until the next meetings: **January 15, 2015** and **May 21, 2015**.

Respectfully submitted,

Chris Norton