

## WVIA Community Advisory Board

Thursday, January 20, 2022 12 noon Zoom

The Community Advisory Board met at noon on January 20, 2022 by Zoom. Attending were Bill Hudon, chair, Arthur Breese, Dick Briden, Nell Donnelly-O'Boyle, Tom Hall, Judy Hall, Della Hutchison, Stephen Lindenmuth, Doug Myers, Ursula Myers, Erica Rogler, Omar Camacho, Francisco Torres-Aranda. Absent: Elaine Herzog, Tonyehn Verkitus, and Midori Yamanouchi Ph. D. Carla McCabe, Kate Sickora, Julie Sidoni, and Chris Norton represented WVIA.

Bill Hudon called the meeting to order, and minutes of the September 2021 meeting were approved. Chris Norton and Carla McCabe reviewed some recent WVIA highlights, including *A Call to CARE*, WVIA's original documentary about the Court-Assisted Re-entry Program assisting recently incarcerated persons avoid recidivism. *The Swingin' Jazz Nutcracker Suite* is a holiday special concert taped at WVIA featuring regional jazz musicians. Winter-spring topics for *Keystone Edition* and *Mind Over Matter* were distributed and discussed, with Arthur Breese pointing out that mental health is a focus of Black History Month this year. Julie Sidoni announced *Call the Doctor* will be refreshed with a new set, graphics topics as she takes over as host for the new season starting in February. WVIA presented two preview screenings of *Masterpiece: All Creatures Great and Small* now airing along with *Around the World in 80 Days*, and we hope to preview new seasons of *Call the Midwife* and *Sanditon* in March.

Bill Hudon provided details on three upcoming events in the Bloomsburg University *Conversations for the Common Good* series:

“Reaction to 9/11” webcast Jan. 26 and TV broadcasts Feb. 10-18

“Recovery from 9/11” webcast Feb. 23 and TV broadcasts to be scheduled

Bloomsburg Theatre Ensemble presentation of Katori Hall's *The Mountaintop* Jan. 20- Feb. 6.

Chris Norton announced the next Ken Burns documentary *Benjamin Franklin* will air April 4-5, and WVIA is planning several promotional projects during March with a focus on civic engagement in Franklin's time and today. Carla McCabe described a new workforce engagement initiative *Careers That Work*, in which WVIA will produce videos promoting good jobs available locally with educational requirements for distribution to schools and the public.

Julie Sidoni outlined WVIA's journalism plans primarily on radio, but also contributing to TV and digital content. She has nearly completed hiring a staff of multi-media journalists for training in February and on-air newscasts by spring. She then invited the CAB to suggest story ideas. Francisco Torres-Aranda mentioned a dermatologist whose patient base is 70% Hispanic. Della Hutchison suggested unique “mom and pop” businesses. Bill Hudon offered the state of organized labor in the region today. Arthur Breese suggested equity in health care, social determinants of health, housing equity. Chris Norton asked CAB members to suggest clubs and organizations in their own communities that might host additional “listening sessions.”

Carla McCabe announced a new CFO and general counsel Kristen Clark to start in February at WVIA. Chris Norton reminded the CAB that 3 current members will rotate off the CAB after terms expire in May, and he requested suggestions for new members be sent to him by April 1. Nominees will be forwarded to the CAB to consider before elections at the May meeting. A maximum of 6 members can be elected to start in September. The CAB agreed to reschedule the May 19 meeting for May 26, 2022, to avoid conflicts with the PBS annual meeting.

There being no other business, Chairman Hudon adjourned the meeting.

Next meeting **May 26, 2022** 12 noon Possibly at WVIA, or Zoom, tba.