

WVIA Community Advisory Board January 17, 2013

The Community Advisory Board met at noon on January 17, 2013 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Sue and Tom Walker. Lydia and George Coulter, Carybn Powers, and Doris Bigelow-Lees. Ginny Fredmonski, Kathryn Davies, and Chris Norton represented WVIA.

WVIA Vice President of Marketing and Special Events Doug Cook and his Corporate Communication team of Neil Prisco and Chris Zellers described their role in promotion using TV and radio on-air promos, maintaining wvia.org content, using social media, v-notes e-mail blasts, and outside media, including newspaper, radio, and billboard trade advertising. In response to a question from George Coulter about our social media reach, Doug mentioned about 2000 Facebook friends and 800 Twitter followers. Another member of the team, Renae DiPasquale, heads the fund-raising auction and handles Chiaroscuro Records orders and inventory. Tom Walker asked if Chiaroscuro was a financial success for WVIA, and Doug pointed out that the Chiaroscuro Channel webstream has about 600 unique listeners and CD orders continue to come in from our distributor partners.

Kathryn Davies reviewed WVIA TV recent program highlights and upcoming events. *The Voices Project: Disability* in November presented life stories of people coping with disabilities, portrayed by community actors in a TV/radio presentation funded by Misericordia University, where students conducted the interviews that developed these stories. *Jazz Noel* was a holiday concert featuring the Presbybop Jazz Quartet. The latest *Our Town* film featured Jim Thorpe in December, with Milton scheduled for March. *Cherish the Ladies* airs January 26 and again in March as a pledge special. The concert was taped at Bucknell University and is being offered for national distribution. *Seeking the Greater Good* is an original WVIA documentary on the environmental legacy of Pennsylvania Governor Gifford Pinchot, to air on Earth Day, April 22. WVIA will salute outstanding regional students and teachers in the *Scholastic Achievement Awards* program May 16. The *Northeast Pennsylvania Business Journal* 5th season is in full swing, *Media Hounds* regularly features newspaper journalists discussing regional news, and *State of Pennsylvania* will include interviews with several area college presidents. Caryn Powers pointed out that Lycoming College will have a new president in the fall.

Chris Norton reviewed recent radio highlights and upcoming events Highlights of the recently recorded the Delaware Water Gap Celebration of the Arts jazz festival aired in November, while the Scranton Jazz Festival will be broadcast February 4-12 in "All That Jazz," thanks to a production grant arranged by Tom and Sue Walker. The next Simply Crand concert features Gary Boerckel, piano and Bernadine Boerckel, soprano in *Ragtime from Barrelhouse to Broadway*, January 27 at 3 PM. This presentation is funded by the Wyoming County Cultural Center tied into the Wyoming County Reads program featuring Doctorow's *Ragtime*. Timothy Schwarz, violin performs February 24 and the Florestan Piano Quartet performs March 24. The next Homegrown Music concert is Feb. 14 with Merchants of Groove (blues) and Honey Jam (acoustic). The *High School Musical Preview* series begins February 10, publicizing regional school productions by recording musical performances and interviews with students. WVIA TV and radio will again host the *Poetry Out Loud* regional competition February 13, for broadcast in

April, National Poetry Month. And our Artist of the Week program culminates in an April 6 Artist Celebration in which the PNC studio displays student visual art while the Sordoni Theatre is home to a student concert during which we select and honor the WVIA Visual and Performing Artists of the Year.

Commenting on WVIA radio and television programming, Sue Walker mentioned that she particularly enjoyed many holiday specials as well as nature programs. In discussing fundraising efforts Tom Walker and Caryn Powers suggested that WVIA educate viewers about the costs of television programming, and the consensus of the CAB pointed to the importance of making the audience aware of a shortfall in a membership drive.

The meeting was adjourned until the next date: May 23, 2013 at 12 noon at WVIA.

Respectfully submitted,
Chris Norton