

WVIA Community Advisory Board

Thursday, May 23, 2013

12 noon

The Community Advisory Board met at noon on May 23, 2013 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Murray Small, Tony Brooks, Carol Tome, Caryn Powers, and guest Dr. Steven Thomas. Ginny Fredmonski, Kathryn Davies, and Chris Norton represented WVIA.

Chris Norton outlined the WVIA Strategic Plan that has resulted from months of staff and board discussions setting priorities for the stations during this time of leadership transition. Eleven teams developed key goals and action steps, as summarized below.

TV ACTION PLANNING TEAM	Programming review committee; new pledge programs
RADIO ACTION PLANNING TEAM	Increase online content distribution
ARTS/EDUCATION	New or revitalized financial opportunities
HUMAN RESOURCES/EMPLOYEE RELATIONS	Improve employee relations
MEMBERSHIP	Initiate sustainer program
AUDIENCE/MARKET RESEARCH & MARKETING	Research audience and market; Multi-media marketing plan; Increase outreach
TECHNOLOGY/WORKFLOW	Equipment and software review and upgrade
FOR-PROFIT COMPANY	Establish/acquire company to boost revenue
SALES/UNDERWRITING	Increase sales, expand staff
FINANCE AND OPERATIONS	Cost analysis of projects; physical plant review
ENDOWMENT	Launch campaign to build endowment

The Board of Directors has approved the strategic plan, pending final work on a budget and personnel matters involved in the leadership transition.

Kathryn Davies reviewed recent and upcoming WVIA TV local program highlights. *Our Town: Milton* premiered in March, and the next program in the series, *Our Town: Dunmore* is scheduled June 4. The original WVIA documentary on the environmental legacy of PA Governor and U.S. Forest Service chief Gifford Pinchot, *Seeking the Greatest Good*, was broadcast April 22 for Earth Day, and will be repeated in September, as Grey Towers celebrates the 150th anniversary of President Kennedy's visit dedicating the estate. *Spirit and Speed* is the new WVIA documentary on the thoroughbred horse racing heritage of Pennsylvania. WVIA's *Scholastic Achievement Awards Show* is our annual showcase of outstanding students and teachers, including contest winners, Visual and Performing Artists of the Year, and the champion of WVIA's *Scholastic Scrimmage* tournament. Kathryn itemized recent topics on *State of Pennsylvania* and plans for the 6th season of *Northeast Pennsylvania Business Journal* interviews to be recorded over the summer for broadcast beginning in October.

Chris Norton reported on radio programming highlights, including recent *Simply Grand* concerts featuring Timothy Schwarz, violin, Feb. 24 and the Florestan Piano Quartet March 24, and a *Homegrown Music* concert with jazz performers Tony Cimirosi and the Jesse Lynch Trio May 13. Upcoming *Simply Grand* concerts include "Music in the Movies" with Gary Boerckel, piano and Bernadette Boerckel, soprano, October 13 and Ellen Rutkowski, soprano with Rick Hoffenberg, piano November 10. The *High School Musical Preview* series aired February through April, with approximately the same number of schools participating as last year. A new initiative this year is the Degenstein Chiaroscuro in the Schools program, under which we recorded a Chiaroscuro jazz artist instructing and performing with Lewisburg High School students, the Bloomsburg University Jazz Festival, both for radio. In addition we hosted the Berwick High School Stage Band for a day of clinic and performance with 5 prominent jazz musicians, recorded for TV and radio. The goal is to develop ongoing jazz education opportunities for regional students.

As fundraising this year has fallen behind goals, the radio station will hold a special "Catch Up" Day June 6, and the television station is planning a "Close the Gap" membership drive in June.

Chair Jo-Ann Reif reviewed with the group potential dates for future Community Advisory Board meetings and selected

September 26, 2013

January 9, 2014

May 22, 2014

All meetings will be at noon at WVIA unless otherwise notified.

Respectfully submitted,

Chris Norton