

WVIA Community Advisory Board September 20, 2012

The Community Advisory Board met at noon on September 20, 2012 at WVIA. In attendance were Jo-Ann Reif, Ph.D., chair, Murray Small, , Carol Tome, Sue and Tom Walker. Ginny Fredmonski, Kathryn Davies, Debby Konnick, and Chris Norton represented WVIA. Tom Curra joined the meeting in progress.

WVIA Membership Administrator and “Clubhouse Mom” Debby Konnick explained her program of outreach to children , including the “Kids’ Clubhouse,” newsletter, “Passport to Fun” and other events at many educational venues. She described the new pilot program of K-3 outreach planned for this fall. Sue Walker observed that the “Passport to Fun” offered a more interesting and educational membership thank-you gift that backpacks and similar merchandise. Jo-Ann Reif commended the “Clubhouse Mom,” noting that the program is successful because she treats children in the television audience as her own.

Kathryn Davies reviewed WVIA TV recent program highlights and upcoming events. Over the summer WVIA broadcast the Little League Grand Slam parade and the Challenger game. The Challenger won the station a Mid-Atlantic Emmy award, as did the documentary *Remembering the Scranton Sirens*. The *Our Town* series featured Muncy September 18, with *Our Town: Jim Thorpe* scheduled for November 14. *Media Hounds* brings together regional newspaper journalists to discuss current events, with shows scheduled Oct. 18 and Nov. 14. A tribute to a prominent business, civic, and philanthropic leader, *Rusty Flack: Doing the Right Thing* airs Sept. 24. The new season of *Northeast Pennsylvania Business Journal* premieres Oct. 3, and CAB members were provided with a complete schedule of guests interviewed in the upcoming season. A new episode of *Degrees That Work* highlights job skills for the natural gas industry, Nov. 5. WVIA will host three candidate debates, simulcast on WVIA FM and fed to PCN for statewide carriage: Oct. 30: 10th Congressional district; Oct. 31: PA Attorney General; Nov. 1: 11th Congressional district. Jo-Ann Reif commented that the title *Degrees That Work* seems to imply that other degrees don’t work, but Kathryn explained the title reflects the way Pennsylvania College of Technology, the sponsor, describes its programs.

Chris Norton reviewed recent radio highlights and upcoming events. The season of *Simply Grand* concerts includes TriCities Opera on September 30, Timothy Schwarz, violin on February 24, and the Vaida Piano Quartet on March 24. CAB members and the general public are welcome to attend, Sunday afternoons at 3 in the Sordoni High Definition Theater at WVIA. Homegrown Music concerts are scheduled for October 8 (performers tba) and November 12 (Tom Flannery band and Marc Berger band). Highlights of the recently recorded Scranton Jazz festival will be broadcast in January/February (thanks to a production grant arranged by Tom and Sue Walker) while music from the Delaware Water Gap Celebration of the Arts jazz festival will air November 5-16 at 7 PM. WVIA TV and FM will jointly broadcast a special program of staged readings drawn from Misericordia University student interviews with regional persons with disabilities. *The Voices Project: Disability* airs Nov. 18 on WVIA FM and Nov. 19 on WVIA TV.

Chris Norton briefed the CAB on the “Operation Groundswell” efforts by WVIA and other public broadcasters to make federal legislators aware of the value of public media, in the face of threats

to federal funding. WVIA has made impressive presentations to 10th District Congressman Tom Marino and 11th District Congressman Lou Barletta detailing many facets of our public service mission, and both expressed support for our work although they could not commit to continue budgetary support. Congress is expected to address the issue of spending cuts as part of “Fiscal Cliff” negotiations sometime after the November election.

Tom Walker asked how the Chiaroscuro project is coming along, and Tom Curra mentioned that while the local HD-3 radio channel is limited to a small local audience of listeners with HD receivers, the webstream is attracting some international attention and CD sales are increasing. Carol Tome noted that the replacement of PRI’s “Music Through the Night” with locally hosted classical music seems to be going well, but that she misses the PRI program “Echoes.” Chris Norton reminded the board that those changes enabled the station to save about \$13,000 in program fees. Carol Tome also spoke favorably about *Music to My Ears*, Gary Boerckel’s Sunday afternoon program from our Williamsport studio, Chicago Symphony programs, and a summer festival series.

The CAB was reminded of next meetings Thursdays, January 17 and May 23, 2013. The meeting was adjourned until the next date: January 17 at 12 noon at WVIA.

Respectfully submitted,
Chris Norton