



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY

"Through diverse programming focused on education, arts and business, WVIA provides our community with a resource like none other. Despite the proliferation of satellite radio channels and cable viewing options, WVIA's mix of local, regional, national and international programming remains a unique mix of high quality education and entertainment for the people of Northeastern Pennsylvania." Peter J. Danchak, President, PNC Bank, Northeast PA

WVIA Public Media is a catalyst, convener and educator, using media, partnerships, powerful ideas and programs to improve lives and advance the best attributes of an enlightened society.



WVIA Public Media is a valuable part of Northeastern and the Central Susquehanna region of Pennsylvania, bringing quality local and national programming to over 1.3 million households.

In 2013, WVIA Public Media aired 1,115 hours of local programming content including *WVIA Media Hounds* that covered the top stories affecting our viewing region. Topics included Bullying, The Penn State Sex Scandal, Politics, and the "Kids For Cash" scandal. Our News and Public Affairs Show *State of Pennsylvania* had interviews with our regional Congressmen and Senators as well as covering the topic of school safety following the horrific shooting at the elementary school in Connecticut. Our medical series, *Call The Doctor* discussed such topics as lung cancer and neurosurgery. These shows brought critical information to the viewers in our region.

In 2013 WVIA Public Media reached over 2,560,000 residents with our television coverage and has many partnerships with area foundations such as the Degenstein Foundation, Lackawanna Heritage Valley Authority, Junior Achievement and the Department of Conservation and Natural Resources in Pennsylvania. According to Executive Director Melissa Turlip of Junior Achievement, "Junior Achievement of Northeastern PA, Inc. is proud to partner with WVIA to help educate area students about career and work readiness through the *Dollars and Sense* documentary.



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STORIES OF IMPACT

WVIA KIDS CLUBHOUSE EVENTS:

The World of Little League with Curious George

WVIA hosted a fall 2013 Clubhouse Event at The World of Little League in South Williamsport with Curious George from PBS Kids and Dugout the Little League Museum Mascot on Saturday, November 16, 2013.

This Fall 2013 Clubhouse Event included free admission to The World of Little League, a Meet & Greet with Curious George from PBS Kids and Dugout the Little League Museum Mascot, Story Time with Debby the Clubhouse Mom and Arts & Crafts Activities. WVIA hosted an Activity Area where the children were invited to construct a Pilgrim Hat and a Turkey Stick Puppet.

WVIA, Curious George from PBS Kids, Dugout and The World of Little League welcomed 109 Members to this free Fall 2013 Clubhouse event.

Curious George at Sculpted Ice Works

WVIA hosted a summer 2013 Clubhouse Event at Sculpted Ice Works Factory Tour & Ice Harvest Museum in Lakeville with Curious George from PBS Kids on Saturday, July 20, 2013.

WVIA Clubhouse Members were invited to construct a Glitter Bead Necklace using colorful translucent beads and neon rexlace. Clubhouse Members and their Families enjoyed touring the Ice Harvest Museum and were treated to Live Ice Carving Demonstrations throughout the day in the Sculpted Ice Works Factory Tour.

WVIA Clubhouse Members enjoyed Story Time with Debby the Clubhouse Mom and Curious George was on hand to welcome all WVIA Clubhouse Members and posed for photos with the children.

WVIA, Curious George and Sculpted Ice Works Factory Tour & Ice Harvest Museum welcomed over 216 Members to this free summer 2013 Clubhouse Event.

WVIA KIDS PASSPORT 2 FUN EVENT:

NEPA Philharmonic Crescendo Family Concert with Curious George

WVIA hosted a spring 2013 Passport 2 Fun Event at the Scranton Cultural Center with Curious George on Sunday, April 14, 2013.

This spring 2013 Passport 2 Fun Event centered on the NEPA Philharmonic Crescendo Family Concert "Peter and the Wolf" and included Pre Concert Activities for the children. WVIA hosted 3 Arts and Crafts Tables at the Pre-Concert Activities where the children were invited to create their very own Animal Bead Necklaces.

Curious George was on hand to welcome all WVIA Clubhouse Members and posed for photos with the children. The Children and their Parents were then escorted into the Concert Area where the children were delighted by Sergei Prokofiev's Peter and the Wolf.

WVIA, Curious George and the NEPA Philharmonic welcomed over 1000 Members to this spring 2013 Passport 2 Fun Event!

WVIA CHILDREN'S COMMUNITY OUTREACH EVENTS:

Come Meet Buddy from Dinosaur Train

WVIA participated in a Children's Community Outreach Event on Saturday, October 5, 2013 in downtown Wilkes Barre, PA.

Buddy from Dinosaur Train was our special guest of honor at this fall 2013 Children's Community Outreach Event at the FM Kirby Center from 11AM to 3PM.

WVIA hosted three Activity Tables where the children were invited to construct



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a Dinosaur Train Engineer's Hat and a Colorful Foam Bead Necklace. There was a Meet and Greet with Buddy and Story time with Debby the Clubhouse Mom was held between the Meet and Greets with Buddy.

WVIA Public Media, Buddy from Dinosaur Train and the FM Kirby Center welcomed approximately 100 participants to this free Children's Community Outreach Event.

Chase Away the Winter Blues With Curious George at The Mall at Steamtown

WVIA participated in a Children's Community Outreach Event on Saturday, January 26, 2013 in downtown Scranton, PA.

Curious George was our special guest of honor at this Chase Away The Winter Blues Event at The Mall at Steamtown from 10AM to 3PM.

WVIA hosted 3 Activity Tables where the children were invited to create a Wooden Bead Necklace. There was a Meet and Greet with Curious George and Story Time with Debby the Clubhouse Mom.

Every child attending the event received free PBS Kids Activity Packets to take home to enjoy. WVIA Public Media, Curious George and The Mall at Steamtown welcomed approximately 300 children and their families. This event was free to the General Public and all WVIA Clubhouse Members and their families.

WVIA MEMBER APPRECIATION EVENTS-CALENDAR YEAR 2013

Lackawanna County Coal Mine & Anthracite Heritage Museum

WVIA hosted a fall 2013 Member Appreciation Event at the Lackawanna County Coal Mine and the Anthracite Heritage Museum the first 2 weekends in November 2013.

This 4 Day Fall 2013 Member Appreciation Event included free admission to the Lackawanna County Coal Mine and the Anthracite Heritage Museum.

WVIA and the Lackawanna Coal Mine welcomed a total of 445 Members.

WVIA and the Anthracite Heritage Museum welcomed 329 Members.

WVIA Ski Day at Elk Mountain

WVIA hosted a winter 2013 Member Appreciation Event at Elk Mountain in Uniondale, PA on Thursday, January 3, 2013.

WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA and Elk Mountain welcomed 1468 Members.

WVIA Ski Day at Ski Sawmill

WVIA hosted a winter 2013 Member Appreciation Event at Ski Sawmill in Morris, PA on Monday, February 25, 2013.

WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA and Ski Sawmill welcomed 250 Members.

WVIA Member Day at Knoebels Amusement Resort

WVIA hosted a spring 2013 Member Appreciation Event at Knoebels Amusement Resort in Elysburg on Saturday, May 11, 2013.

WVIA Members received free Hand Stamps to ride the rides all day. WVIA and Knoebels Amusement Resort welcomed 6620 Members.

WVIA partners with NEIU 19, LIU 18 and CSIU 16 in our education program. We work with 40 area school districts on such topics and shows as *Scholastic Scrimmage*, *Artist of the Week*, *The Congressional Arts Competition*, A Great Teachers Essay contest, WVIA's annual *Artist Celebration*, *Scholastic Achievement Awards Show* and many others.

Once a year, WVIA Public Media brings all of our student winners and runner-ups into our Sordoni High Definition Theater to record an hour long television program featuring the "best of the best" for our Scholastic Achievement Awards show.

There are many more aspects to WVIA Public Media's Education Program including our Cross-Curricular Unit Development and teacher workshops, which assist teachers in utilizing the primary sources, activities and assessment resources that correspond with our Award Winning Documentaries. These tools to teach topics that include the history of our region, and the environmental and economic values in the classroom in a way that encompasses several content areas into one regional or global theme for students to consider. The teachers can access these Documentaries through our website; download the entire film or just portions of it, along with professionally written Study Guides.

Our Education Department also sends frequent Teacher e-newsletters to let our schools know what they can take advantage of here at WVIA Public Media.

Our *Artist of the Week* program is designed to call attention to high school students who have excelled in the visual and performing arts. These students are interviewed at the WVIA studios for a 1-minute vignette which showcases the student, their high school and salutes them for their artistic achievement. The featured artist is aired on WVIA TV for one week and is available on wvia.org. The top students are then in the running to compete for the honor of Artist of the Year and honored on our Scholastic Achievement Awards Show in May.

The Great Teachers Essay contest encourages students to write an essay about a teacher who has greatly impacted their lives and the direction they have taken in life. Winners are awarded a cash prize and also honored on our Scholastic Achievement Awards show where a mini documentary about the student, their teacher, and their journey is shown.

WVIA Public Media also promotes the nation-wide Congressional Arts Competition. Initiated by Members of the U.S. House of Representatives in 1982, the event is an annual Art Competition that allows high school students from the fifty states, the District of Columbia, and territories to showcase their artistic ability. WVIA is proud to host the qualifications for Congressmen Tom Marino, Matt Cartwright and Lou Barletta for the 10th, 17th and 11th Congressional Districts. The First Place student from each district and his/her immediate family will travel to Washington, DC for the Artistic Discovery Exhibition Opening, where they will have their artwork displayed for one year in our nation's Capitol building.

During the WVIA Artist Celebration Art Display and Concert, the top 10 performing and top 10 visual artists from WVIA's *Artist of the Week* program are chosen to display their work or perform for the general public at the WVIA studios. Students who enter the Congressional Arts Competition will also be given an opportunity to display their work. The *Artist of the Year* for both performing and visual art will be selected from this event as will the winner of the Congressional Arts competition from the 10th, 17th and 11th Congressional districts.

WVIA has designed a program that will extend classroom learning for K-3 students by utilizing some of the most honored and well respected children's programming on the air today.



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Most sessions of the WVIA Kids Clubhouse in the Classroom will run approximately two hours and will include a PBS Kids episode, a themed activity related to current classroom curriculum and the episode featured, a short story, a character meet and greet and a book giveaway. By connecting what the students learn in the regular classroom to some of their favorite characters, it is the hope of WVIA that our program will supplement and extend student learning and enthusiasm for the given topic. The book giveaway also fills a need for some students from low socioeconomic backgrounds by providing them with a book free of charge.

Since the airing of our pilot episode, WVIA is currently in the process of organizing an inaugural season of our brand new series focusing on education in America. The *K-12 Conversation* is a contemporary topics discussion on all things education for parents, students, teachers, administrators and academics, with a primary goal to empower teachers and learners in our nation's K-12 schools. Our insightful panels of experts, parents, students and officials interact with audience members to create a positive and informed environment to tackle some of the most pressing problems in our system, as well as learn from each other's successes.



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On WVIA Public Media's weekly medical call in show, *Call The Doctor*, one of the topics discussed was "Child Abuse: Everything You Don't Want To Know", bringing in experts in the field and taking LIVE phone calls and emails from our viewers who had questions on this subject. WVIA Public Media produced 92 hours of original programming throughout 2013 on *Call The Doctor*.



WVIA Public Media produced a new series, *Meet The College Presidents* where regional college presidents were interviewed to discuss their specific colleges and universities, bringing information to our students and parents on what they have to offer. It is our hope that students will attend these colleges and universities, finish their degree's and then stay in our communities to continue their work in their individual fields.



In May of 2013, Knoebel's Amusement Resort in Elysburg, Pennsylvania hosted over 6600 members and their families for a fun filled day with special guest "Curious George." Members enjoyed free rides and free shows that brought our communities together in fellowship.





“Artist of the Week”

Reach in the Community:

The Education Department at WVIA Public Media partners with NEIU19, LIU 18 and CSIU 16, containing 40 Member School Districts in “Artist of the Week,” a weekly feature showcasing the talents of students in the performing and visual arts. The region encompasses 20 counties of Northeastern Pennsylvania and the Central Susquehanna Valley region of Pennsylvania.

Impact and Community Feedback:

“AOW is a unique program that helps us showcase artists, musicians, and singers from our district. All the students who participate are honored to do so and are always excited to see their profile on your channel. On a personal note, as an art teacher I always try to advocate to my district the importance of music and art education for our students and this program enables us to shine a spotlight on some of our standout students.” Stacy L. Wingfield, Art Teacher, Benton School District

“The feeling of pride for both the teacher and student is amazing in this unique venue of recognition! It is an event that we can share with the parents and community to promote the arts in our public schools!” – Steve Ritter, Millville School District

“The Artist of the Week Program at WVIA provides an open window into the scholastic arts programs in Northeast PA. The community at large often has no idea what is really going on with our most talented students. This program provides that opportunity for talented young artists to be recognized for their accomplishments and to become known.” Ray Stedenfeld, Music Chairperson, Western Wayne School District

“Our art and music students at Abington Heights High School look forward to the WVIA Artist of the Week opportunity each year! It is a great motivator, and the students who are chosen always beam with pride!” Eileen Healey- Art Dept. Chairperson, Abington Heights School District

“WVIA's Artist of the Week program is an opportunity to showcase student's artistic achievements as well as provides the community a glimpse at our local student's talent.” Lisa Temples, Art & FACS Teacher, Riverside School District



“Coughlin High School has been participating in the artist of the week for many years now. It is so vital to students that love the performing arts. They do not get recognized enough in our community, and this program gives them a chance to shine and be recognized for the love they have for their talents.”

- Alice Y. Lyons - Drama Advisor/Director - Coughlin High School



2013 LOCAL CONTENT AND SERVICE REPORT SUMMARY



“WVIA positively impacts the Northeast Pennsylvania region through programming that inspires, educates and entertains. Their programs also help create a much greater sense of community by raising people’s awareness and understanding of the issues that the people of our region care about most.” Scott Meuser, President, Pride Mobility

WVIA Public Media produced 20 hours of programming with the “WVIA Media Hounds” series expanding on such topics as politics and our regional politicians, school safety and whether or not teachers and administrators should be allowed to carry firearms in our schools and the infamous “Kids For Cash” scandal that brought down two judges and told the stories of the children affected. This show also expanded on the Penn State Sex Scandal.



WVIA’s Media Hounds brings regional newspaper and radio journalists together to discuss the Hot Topics affecting our entire viewing area. Airing monthly, this show expands on those topics to bring more awareness of them to our communities.

WVIA Public Media is proud to be able to serve the communities of Northeastern Pennsylvania and the Central Susquehanna Valley. With over 18,400 members, WVIA is highly valued by our members, viewers and listeners who rely on us for up-to-date information on the issues that concern them.
