



2015 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 552,230 households per the Nielsen 2015-16 TV Household DMA Ranking Report.

In 2015, WVIA Public Media aired 437 hours of local programming content including its new program, *Stay Tuned* that highlighted many issues affecting the region, environmental program *Greenlife Pennsylvania* which takes viewers to the conservation front; places where the problems and the science can be seen and heard with thought-provoking reality. Our medical series, *Call The Doctor* continued to discuss such topics as Colorectal Cancer, Heart Disease, and Mental Health. These programs supplied viewers will direct access to local resources available in our area, so they can receive proper care and support.

In 2015 WVIA Public Media reached approximately 2,208,000 residents with our television coverage and has many partnerships with area foundations such as the Degenstein Foundation, Reidler Foundation, Sordoni Foundation and Schwab Foundation. According to Mark Volk, President of Lackawanna College, "WVIA is the premiere educational programming provider in our community to provide opportunities to grow, to develop, to learn."



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WVIA KIDS CLUBHOUSE EVENTS-CALENDAR YEAR 2015

Curious George at Crystal Cabin Fever

WVIA hosted a Winter 2015 Clubhouse Event at Crystal Cabin Fever at Sculpted Ice Works Factory Tour & Ice Harvest Museum in Lakeville, Pa with Curious George from PBS Kids on Thursday, February 12, 2015.

WVIA Clubhouse Members received free admission to Crystal Cabin Fever-an indoor interactive display crafted from 100 tons of ice. Clubhouse Members and their Families also enjoyed free admission to the Ice Harvest Museum, Story Time and Arts and Crafts. Every Child attending the event received PBS Kids Pencils, Stickers, Tattoos and Odd Squad/Peg+Cat Rulers.

WVIA, Curious George from PBS Kids, Crystal Cabin Fever and Sculpted Ice Works Factory Tour & Ice Harvest Museum welcomed 173 Members to this Winter 2015 Clubhouse Event.

Curious George and The Cat in the Hat at Bloom Bounce

WVIA hosted a Spring 2015 Clubhouse Event at Bloom Bounce at the Columbia Mall in Bloomsburg, Pa with Curious George and The Cat in the Hat from PBS Kids on Saturday, May 23, 2015.

WVIA Clubhouse Members received free admission to Bloom Bounce, enjoyed Story Time and Arts and Crafts. Clubhouse Members were invited to construct a Cat in the Hat paper hat using crayons, construction paper, tape and scissors.

WVIA, Curious George from PBS Kids, The Cat in the Hat from PBS Kids and Bloom Bounce welcomed 224 Members to this Spring 2015 Clubhouse Event.

Whyatt from Super Why! at Bloom Bounce

WVIA hosted a Fall 2015 Clubhouse Event at Bloom Bounce at the Columbia Mall in Bloomsburg with Whyatt from Super Why! and PBS Kids on Sunday, December 6, 2015.

Clubhouse Members received free admission to Bloom Bounce, enjoyed Arts and Crafts and Story Time. WVIA Clubhouse Members were invited to construct a Pop Bead Necklace at the Arts and Crafts Area.

WVIA, Whyatt from Super Why and PBS Kids and Bloom Bounce welcomed 142 Members to this Fall 2015 Clubhouse Event.

Curious George at Bloom Bounce

WVIA hosted a fall 2015 Clubhouse Event at Bloom Bounce at the Columbia Mall in Bloomsburg with Curious George from PBS Kids.



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Clubhouse Members received free admission to Bloom Bounce, enjoyed Story Time and Arts and Crafts. WVIA Clubhouse Members were invited to construct a Wooden Bead Necklace using colorful wooden beads and rexlace.

Every child attending the event received free Curious George "A Very Monkey Christmas" Activity Packets to take home

WVIA, Curious George and Bloom Bounce welcomed 248 Clubhouse Children (500 participants including adults) to this fall 2015 Clubhouse Event.

WVIA CHILDREN'S COMMUNITY OUTREACH EVENTS-CALENDAR YEAR 2015

Children's Health Fair at Susquehanna Valley Mall

WVIA participated in a Clubhouse Community Event on Saturday, January 31, 2015 at the Susquehanna Valley Mall in Selinsgrove, Pa. Curious George from PBS Kids was our special guest of honor.

Close to 1000 children visited the WVIA Activity Area where they enjoyed creating a Colorful Foam Bead Necklace. Every child also received PBS Kids Pencils, Stickers, Removable Tattoos and Odd Squad/Peg+Cat Rulers.

WVIA Public Media, Curious George from PBS Kids and the Susquehanna Valley Mall welcomed approximately 1000 Children to this free Clubhouse Community Event.

Dr Seuss Birthday Bash

WVIA participated in a Clubhouse Community Event on Saturday, February 28, 2015 at the Scranton Cultural Center in Scranton, Pa.

About 250 Families (approximately 600-700 participants) attended this Community Event that featured games and activities, arts and crafts, music and singing, scenes from Seussical the Musical and of course Birthday cake for everyone.

WVIA Public Media and the Scranton Cultural Center welcomed approximately 250 Families (600 to 700 participants) to this free Clubhouse Community Event.

Janet Weis Children's Hospital Visit

WVIA participated in a meaningful Clubhouse Community Project on Friday, March 20, 2015.

WVIA and Curious George traveled to the Janet Weis Children's Hospital at Geisinger Wyoming Valley in Plains, Pa and visited 7 children who were patients.

Every child and sibling (if they were there) received a Clifford the Big Red Dog Book, PBS Kids Rulers, PBS Stickers, Daniel Tiger's Neighborhood Stickers and Super Why! Stickers.



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Rail Riders Family Fest at PNC Field

WVIA participated in a Clubhouse Community Event on Saturday, March 21, 2015 at the Railriders Family Fest at PNC Field in Moosic, Pa. Curious George from PBS Kids was our special guest of honor.

Over 500 Children visited the WVIA Activity Area where they enjoyed creating a Sports Bead Necklace using Sport Beads and Rexlace.

WVIA Public Media, Curious George from PBS Kids and PNC Field welcomed approximately 500 Children (800 participants) to this free Clubhouse Community Event.

End of Summer Fun at Fairlane Village Mall

WVIA participated in a Clubhouse Community Event on Saturday, August 29, 2015 in Pottsville, Pa. Daniel Tiger from Daniel Tiger's Neighborhood was our special guest of honor.

WVIA hosted an Activity Area and 400 children enjoyed creating a Summer Safari Animal Bead Necklace. Every child also received Daniel Tiger Sticker Sheets, PBS Kids Summer Safari Activity Booklets, PBS Kids Bookmarks and PBS Back to School Checklists to take home. Debby the Clubhouse Mom from WVIA participated in Story Time at Center Court.

WVIA Public Media, Daniel Tiger from Daniel Tiger's Neighborhood and the Fairlane Village Mall welcomed approximately 750 participants to this free Clubhouse Community Event.

Fall Fun with Curious George

WVIA participated in a Clubhouse Community Event on Saturday, September 12, 2015 in downtown Scranton, Pa. Curious George from PBS Kids was our special guest of honor.

The children enjoyed creating an Animal Bead Necklace using beads and rexlace at the WVIA Activity Area. Every child also received Word Girl Summer Activity Books, PBS Kids Summer Safari Activity Booklets and PBS Kids Bookmarks to take home. Debby the Clubhouse Mom from WVIA participated in Story Time at Center Court.

WVIA Public Media, Curious George from PBS Kids and The Mall at Steamtown welcomed approximately 650 participants to this free Clubhouse Community Event.

Kids Day 2015 at The World of Little League Museum

WVIA participated in a Children's Clubhouse Community Event on Saturday, November 21, 2015 in South Williamsport, Pa. Curious George from PBS Kids was our special guest of honor at Kids Day 2015.



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WVIA hosted two Activity Tables where the children were invited to create a Sport Bead and Jingle Bell Necklace using plastic lacing, sport beads and jingle bells.

Children and parents were invited to visit The World of Little League Museum at no cost. Some of the activities included Story Time with Debby the Clubhouse Mom and meet and greets with Curious George from PBS Kids and Dugout the Little League Mascot.

WVIA Public Media, Curious George, Dug Out the Little League Mascot and The World of Little League Museum welcomed approximately 350 participants to Kids Day 2015. This event was free to the General Public and all WVIA Clubhouse Members and their families.

Holiday Fun at the Mall at Steamtown

WVIA participated in a Clubhouse Community Event on Saturday, December 12, 2015 in Scranton, Pa. Daniel Tiger from Daniel Tiger's Neighborhood was our special guest of honor.

Close to 500 children visited the WVIA Activity Area where they enjoyed creating a Holiday Jingle Bell Necklace using red, white and green pony beads, red and green raxlace and gold jingle bells.

The children were also invited to color/decorate a Daniel Tiger "Be My Neighbor" Place Mat to be donated to a local Soup Kitchen in Scranton. Every child also received Daniel Tiger Sticker Sheets and PBS Kids Safari Activity Booklets. Debby the Clubhouse Mom from WVIA participated in Story Time.

WVIA Public Media, Daniel Tiger from Daniel Tiger's Neighborhood and the Mall at Steamtown welcomed approximately 1000 participants to this free Clubhouse Community Event.

WVIA MEMBER APPRECIATION EVENTS-CALENDAR YEAR 2015

WVIA Ski Day at Elk Mountain

WVIA hosted a Winter 2015 Family Ski Day at Elk Mountain in Uniondale, PA on Thursday, January 8, 2015.

WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA Underwriters received free Lift Tickets.

WVIA and Elk Mountain welcomed 1026 Members and Underwriters to Ski Day.

WVIA Ski Day at Ski Sawmill

WVIA hosted a Winter 2015 Family Ski Day at Ski Sawmill in Morris, PA on Monday, February 23, 2015.



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WVIA Members and Underwriters received free Ski Packages which included Ski Rentals and Lift Tickets.

WVIA and Ski Sawmill welcomed 200 Members and Underwriters to Ski Day.

WVIA Member Day at Knoebels Amusement Resort

WVIA hosted a Spring 2015 Family Day at Knoebels Amusement Resort in Elysburg on Saturday, May 9, 2015.

WVIA Members received free Hand Stamps to ride the rides all day.

WVIA and Knoebels Amusement Resort welcomed 8,607 Members and Underwriters to Family Day at Knoebels.

WVIA Family Day at Montage Mountain Water Park

WVIA hosted a Summer 2015 Family Day at Montage Mountain Water Park in Scranton, Pa on Monday, June 22, 2015.

WVIA Members and Underwriters received free Wrist Bands to enjoy all of the water activities all day.

WVIA and Montage Mountain Waterpark welcomed 2686 Members and Underwriters to Family Day at Montage Mountain Water Park.

Lackawanna County Coal Mine and Anthracite Heritage Museum

WVIA hosted a Fall 2015 Family Event at the Lackawanna County Coal Mine and the Anthracite Heritage Museum the first 2 weekends in November. (Saturday, November 7 and 14 and Sunday, November 8 and 15).

This 4 Day Fall 2015 Family Event included free admission to the Lackawanna County Coal Mine and the Anthracite Heritage Museum.

WVIA, the Lackawanna Coal Mine and the Anthracite Heritage Museum welcomed a total of 300 Members.



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WVIA CLUBHOUSE IN THE CLASSROOM EVENTS – CALENDAR YEAR 2015

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. Most sessions of the *WVIA Kids Clubhouse in the Classroom* run approximately two hours and 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.

One curriculum was used in 2015. This curriculum taught students how to identify animals and their habitats.

Four second grade classrooms (total of 120 students) at the Dodson Elementary School in the Wilkes-Barre School District were visited in 2015.

WVIA EDUCATION DEPARTMENT INITIATIVES – CALENDAR YEAR 2015

WVIA partners with NEIU 19, LIU 18 and CSIU 16 to fully deliver our Enhanced Scholar Program. Forty school districts participate in shows and programs such as *Scholastic Scrimmage*, *Artist of the Week*, Great Teacher's Essay contest, WVIA's annual *Artist Celebration*, and many others.

There are many aspects to WVIA Public Media's Education Program that go beyond television and radio broadcast, 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 are based on topics and themes that encourage critical thinking and a global perspective, and include the history of our region embedded in a national scope. The units are cross curricular in nature, encompassing several content areas into one regional or global theme for students to consider. The teachers can access these Documentaries through PBS Learning Media where they can stream the entire film or thematic portions, and access the individual lessons that correspond.

Our Education Department also sends periodic 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 at our annual Artist Celebration



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The *Making a Difference: 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 a mini documentary about the student, their teacher, and their journey is posted online at wvia.org.

During the *WVIA Artist Celebration*, the top 10 performing and top 10 visual artists from *WVIA's Artist of the Week* program are chosen to display their work for the general public in a local professional gallery space. The *Artist of the Year* for both performing and visual art are announced at this event.

WVIA is preparing for the third year of the *Chiaroscuro Jazz Conservancy* project, a music-in-the-schools educational program with generous support from the Degenstein Foundation. Stage bands from Williamsport, Jersey Shore, Berwick and Danville high schools have participated in the event to date. WVIA has expanded the Chiaroscuro Jazz Conservancy to include two parts:

Part I: WVIA provides a professional jazz musician to visit the school for a clinic with the jazz band. This event typically culminates in a school assembly that includes a concert and Q&A session with the artist.

Part II: The school band will come to WVIA Public Media Studios for an all-day clinic, featuring a Chiaroscuro artist. The morning session includes instruction for each band section and on camera interviews with both the students and the clinicians. The day culminates in a public concert with the student band and professional artists, taped for later TV broadcast. It is always a memorable experience for the students to perform alongside these jazz professionals.

WVIA's twice a month medical program, *Call The Doctor*, discussed various topics including "Mental Health." Patients shared their personal stories to show viewers they and/or their loved ones weren't alone. Plus our panel of local experts in the field of mental health discussed available regional resources so viewers and their families can get the support and care they need.



In October of 2015, WVIA's Debby the Clubhouse Mom and PBS Kids' character, Curious George took WVIA's Clubhouse in the Classroom Outreach Program to the Dodson Elementary School in Wilkes-Barre, PA. The class participated in a curriculum about animals and their habitats, which included watching an episode of Curious George and taking part in an arts and crafts project where the students placed animals in their correct habitats.



Student musicians from Hughesville High School and Line Mountain High School visited the WVIA studios to participate in The Chiaroscuro Jazz Conservancy, which is a full-day school program with clinicians including legendary Chiaroscuro artists. The whole day is recorded for a WVIA television presentation that includes footage, interviews and a joint performance with students and the professional artists.



“Artist of the Week”

Reach in the Community:

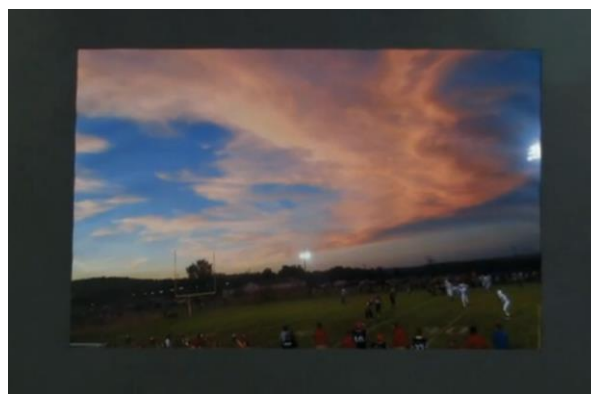
WVIA's Enhance Scholar Program includes 43 Member School Districts and features “Artist of the Week”; a weekly feature showcasing the high school students who are talented in the performing and visual arts. The regions of intermediate units 16, 17, 18 and 19 encompass 20 counties of Northeastern Pennsylvania and the Central Susquehanna Valley.

Impact and Community Feedback:

"I would like to personally thank WVIA for sponsoring the Artist of the Week Program as well as being a tremendous advocate for the arts in general. I think it is important for the community to see firsthand the amount of talent and offerings our schools provide in the arts. The students themselves truly enjoy being part of the program and are honored with this memory for years to come. Allowing the students to take part in the recordings at the studio itself is also a huge opportunity. The awe of the studio alone is tremendous for our kids. Our students view AOW as a great honor. As a teacher, this honor is important in not only rewarding our exceptional students for their hard work, but also as a way to help boost confidence and self esteem. We also use the program in-house, honoring our students on the morning announcements as well as at the School Board meetings. In today's society we need MORE opportunities like this for our students, and again we cannot thank WVIA enough for what you do!" - Shea Riley, Wyoming Area Secondary Center Art Faculty

"The Enhanced Scholar Program at WVIA has helped to give my students opportunities they don't always have in a small school district. They have been able to compete against other schools as part of the scholastic scrimmage, give back to their community as part of the EmPOWERing Educators program and grant, and can showcase their artwork in the Artist of the Week program. This year I have been able to take advantage of the stop-action animation workshop, which gave me a hands-on learning experience to take back to my own students, and allowed me to meet and interact with fellow educators. I am very grateful for the active Enhanced Scholar program through WVIA, and I am looking forward to utilizing even more programs and events as they are created. Andrea O'Neill does an excellent job of organizing everything that happens, and keeping us all in the loop on what opportunities are available for us. Thank you, WVIA, for the great service you provide to our community." - Jestine Myers, Millville Area School District English and Gifted Faculty

"WVIA has always been a strong supporter of the arts in our community and the arts programs in the public school system. We have been involved in the Artist of the Week Student Program for years and I am always impressed at how comfortable they make our students feel when shooting and I love seeing the pride in our students' faces when they see the honor that is given them." - Diane Lombardi, Mountain View School District Faculty





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“WVIA speaks to people both young and old in a caring and nurturing voice, and we think the world needs more of that today.” Matt Pompey, President and Co-owner, Scranton Dodge and Tunkhannock Auto Mart



Stay Tuned, WVIA’s new monthly public affairs magazine program highlighted stories about various regional issues that relate directly to education, healthcare, poverty, public safety, and work force readiness, plus spotlighted individuals and organizations creating positive impact addressing the issues within our communities. WVIA Public Media produced 92 hours of original programming throughout 2015 including *Stay Tuned*.

For 50 years WVIA Public Media has always been committed to public service in our region. In 2015 we expanded our commitment to produce quality, educational, informative, entertaining content our listeners and viewers expect by launching our new public affairs TV program, “Stay Tuned” and advancing our “Clubhouse in the Classroom” program into more schools. WVIA is dedicated to keeping the “public” first in Public Media.
