



PBS



## 2024 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"Moses Taylor Foundation is proud to partner with WVIA on a variety of projects, including Careers that Work and Keystone Edition Health. We are especially excited about the new dedicated healthcare reporter and the opportunity this position brings to increasing the breadth and depth of coverage related to regional health-related issues. WVIA is more than a news organization; it is truly a community partner with a commitment to improving the lives of people in our region." - Danielle Breslin, President & CEO, Moses Taylor Foundation*

**WVIA** educates, inspires, entertains, and fosters citizenship, diverse cultures, and perspectives to nurture community.



WVIA is a valuable part of Northeastern and Central Pennsylvania, bringing quality local and national programming to over 589,190 households per the Nielsen 2024 TV Household DMA Ranking Report.



"I am proud to be a member of WVIA's Insider Society. As a supporter and volunteer for WVIA for over 30 years, I made the decision to upgrade my membership and join the Insider Society so that everyone can enjoy the entertaining, educational programs that have been so important to me. WVIA is an essential resource, and I want to ensure that my community will always have access to its many wonderful treasures." - **Audrey Brozena, Wyoming**

In 2024 WVIA aired 595 hours of local programming content. Programming highlights include our premier public affairs series, "Keystone Edition" which focused on local and regional issues including, The Housing Crisis and Domestic Violence. The goal of this series is to connect viewers with resources and promote collaboration amongst regional non-profits. In addition, reflecting our missions and in response to the many needs of the aging population of Pennsylvania, WVIA and WITF have partnered to produce Aging Together in Pennsylvania, a twelve-month initiative presenting impactful programming through a multi-platform approach that includes TV, radio and digital content.

In 2024 WVIA reached approximately 2.5 million residents with our television coverage and has partnerships with many area foundations such as the Scranton Area Community Foundation, Hawk Family Foundation, The Moses Taylor Foundation, The Willary Foundation, the 1994 Charles B. Degenstein Foundation, Overlook Estate Foundation, Inc. and First Community Foundation Partnership of Pennsylvania.



## MEMBER DAY EVENTS

<https://www.wvia.org/support/benefits-of-membership/>



We appreciate our members, and our annual family days are a big way we show it. In 2024 WVIA welcomed nearly 5,000 members to family days throughout the year. Through the generosity of local participating businesses, we can provide these great days for our members – free of charge.

### **WVIA Ski Day at Elk Mountain (January 2024)**

WVIA hosted a Winter 2024 Member Day at Elk Mountain in Uniondale, PA on Wednesday, January 3, 2024. WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA Underwriters received free Lift Tickets.

684 Lift Tickets (\$78 each)	
177 Rentals (\$42 each)	
Total Value	\$60,786.00

### **WVIA Family Day at Knoebels Amusement Resort (May 2024)**

WVIA hosted a Spring Member Day at Knoebels on Sunday, May 5, 2024. WVIA Members and Underwriters received free Ride all Day with Coasters Wristband Admissions.

Total Value:	1,976 passes @ \$47=\$92,872
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### **WVIA Family Day at Montage Mountain Waterpark (June 2024)**

WVIA hosted a Summer Member Day at Montage Mountain Waterpark on Tuesday, June 18, 2024. WVIA Members and Underwriters received free admission to the waterpark.

Total Value:	1,847 @ \$29.99=\$55,391.53
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### **Lackawanna County Coal Mine & Anthracite Heritage Museum (November 2024)**

WVIA hosted Fall Member Days at Lackawanna County Coal Mine and Anthracite Heritage Museum on Saturday November 2nd and Sunday November 3rd, as well as Saturday, November 9th and Sunday, November 10th. WVIA Members and Underwriters received free admission to both the coal mine tour and the museum.

Total Value Lackawanna County Coal Mine Tour and Anthracite Museum Passes:	
186 @ \$10.00 = \$1,860.00	

## **EDUCATIONAL INITIATIVES**

<https://www.wvia.org/education/>

"A great presentation to encourage children to be unique, independent, and creative!" - Miss Cindy from Luzerne County Head Start, Plains

"Students were engaged and eager to experiment with their own designs." - Genn Pauley, Lake-Noxen Elementary

### **PBS Kids in the Classroom:**

<https://www.wvia.org/kids/pbs-kids-in-the-classroom/>



In this longtime running program, primary students take part in an in-classroom experience where they view a popular PBS Kids TV show, partake in a lesson and activity, listen to a storytime read by a WVIA educator and receive a free storybook to take home. WVIA visited 35 schools and libraries and met with over 3,200 students in 2024.

### **WVIA Enhanced Scholar Program:**

<https://www.wvia.org/education/>



WVIA celebrates our talented students and offer support to teacher with programs, resources and professional development workshops and webinars with the Enhanced Scholar Program. We currently serve 43 area school districts.

## Artist of the Week:

<https://www.wvia.org/education/artist-of-the-week/>



Artist of the Week showcases high school students who excel at visual and performing arts. Student artists are featured every week on the Artist of the Week page at [wvia.org](https://www.wvia.org) and on all WVIA's social media handles. Student artists are also featured in a television promo that airs on WVIA directing the audience to visit the Artist of the Week page. We've featured more than 34 students from area school districts in 2024.

## Scholastic Scrimmage:

<https://www.wvia.org/tv/scholastic-scrimmage/>



Scholastic Scrimmage is a quiz bowl game show that features are High School teams who compete for a cash prize. 41 school districts from the NEIU, CSIU, and LIU participated in the 2024 season leading to 37 competitions on WVIA-TV. Congratulations to the winners: Crestwood took 3<sup>rd</sup> place, North Pocono took 2<sup>nd</sup> place, and the winner of the 2024 Scholastic scrimmage season was Delaware Valley. Delaware Valley also competed in the Pennsylvania State Scrimmage competition which was held at WLVT in Bethlehem, PA.

## Young Writers Contest:

<https://www.wvia.org/education/pbs-kids-writers-contest/>



WVIA Education's Writers Contest is open to any child in grades 1-8. The first-place student in each category receives a personalized plaque and has their work published in the WVIA Education Online Literary Journal. Of the many entries we received in 2024, students from Abington Heights Middle School, Saint Mary of Mount Carmel, North Pocono Middle School, Lakeland Elementary, Chipperfield Elementary, The Homestead School, and Cheder Menachem Elementary School all received a personalized plaque and their stories were featured by WVIA!

### Poetry Out Loud:

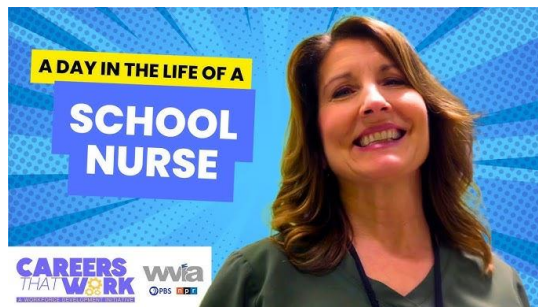
<https://www.wvia.org/shows/wvia-special-presentations/episodes/2024-poetry-out-loud-regional-competition-noej0o>



WVIA partnered with the NEIU, Arts in Education NEPA, Pennsylvania Council on the Arts, Lackawanna County, and The Overlook Estate Foundation to host a regional competition for Poetry Out Loud. The broadcast aired in April during National Poetry month. This competition showcased 7 students from area school districts, reciting poetry from memory, with the winner advancing to statewide competition. The 2024 Poetry Out Loud winner, Sulette Lange won 1st place in the state competition.

### Careers that Work:

<https://www.wvia.org/careers-that-work>



To address the concerns of developing a properly skilled and prepared local workforce, WVIA is partnering with the 1994 Charles B. Degenstein Foundation to produce a multi-faceted media and related curriculum initiative called Careers that Work that will focus on educating and preparing students for well-paying jobs that fulfill the employment needs of growing industries throughout our region. Our 2024 season focused on careers that were needed in our region, including a teacher, an electrician, a licensed professional counselor, a physical therapist, a licensed practical nurse, an HVAC specialist, and a chocolatier.



### Great Teachers Essay Contest:

<https://www.wvia.org/education/great-teachers-essay-contest/>



High School students submit an essay that showcase a great teacher. The winning essay is featured in a mini documentary about the student and the great teacher. Of the many entries, Roxana Gonzales from Weatherly School District with her teacher Mrs. Melissa Cabe was awarded a cash prize and was featured on the Great Teachers Essay page at wvia.org.

### Youth Voices

<https://www.wvia.org/shows/wvia-special-presentations/episodes/wvia-youth-voices-rfyl2m>



WVIA's newest Education initiative, Youth Voices, provided an inaugural cohort of Shikellamy middle-school students the opportunity to work with seasoned WVIA Production and Education staff through hands-on equipment training and experience in every aspect of source vetting, content production, and publishing to create content for WVIA FM, TV, and digital publication. Students worked in teams with our professional content creators to develop media literacy skills and create content that makes a difference. Their final product aired on WVIA-TV and can be found on wvia.org.

## **TELEVISION PROGRAMMING INITIATIVES**

### Aging Together in PA: Elder Justice & Dignity:

<https://www.pbs.org/video/aging-together-in-pa-town-hall-elder-justice-dignity-soezp8/>



Pennsylvania is home to more than 3.4 million older adults, the fifth-highest total in the country, according to the Pennsylvania Department of Aging. Currently, one in four Pennsylvanians is aged 60 and older. By 2030, this number will rise to one in three. In

response, WVIA and WITF assembled a panel of experts to discuss Pennsylvania's 10-year plan to meet the needs of the Commonwealth's older adults and the circumstances that led to its inception. The panel explored the challenges older citizens and their caregivers face, what services are currently available in our area, and how we can work together to ensure the safety, dignity, and joy of aging in PA.

### VIA Short Takes:

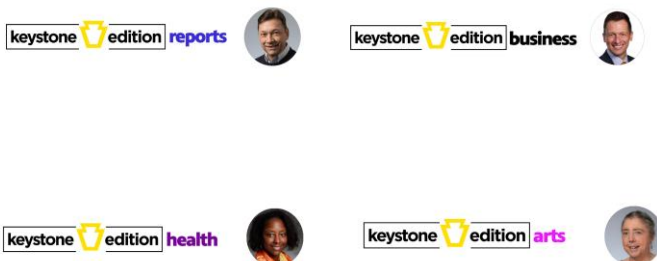
<https://www.wvia.org/tv/short-takes/>



WVIA's digital series premiered in January 2019. It made its television series debut in 2020. In 2024, there were 11 new episodes released on WVIA's Digital Platforms. Short Takes is a documentary series featuring topics ranging from dramatic and edgy to cute, quirky, thrilling and much more. It aims to provide an entertaining look at the people and places that make Pennsylvania (and beyond) so unique. There were four 30-minute VIA Short Take television programs released in 2024.

### Keystone Edition:

<https://www.wvia.org/tv/keystone-edition/>



For more than 50 years, WVIA has served the people of Northeastern and Central Pennsylvania by identifying and addressing the region's most pressing needs through constructive journalism. WVIA connects viewers and listeners with resources to affect change in their neighborhoods.

With this idea in mind, WVIA is proud to present Keystone Edition, our flagship public affairs multi-platform series.

Keystone Edition facilitates a conversation among viewers, change agents, and visionaries who impact their communities while providing an accurate portrayal of socially relevant topics from multiple perspectives.

This weekly, half-hour, multi-platform series goes beyond the headlines to offer thoughtful insights through a fresh journalistic perspective with the thorough attention to detail and authenticity viewers expect from public television.

Each week, our hosts inspire audiences to engage in conversations that highlight critical stories in our region. WVIA's Larry Vojtko, Julie Sidoni and Erika Funke, as well as Steve Stumbris (Director, Small Business Development Center at Bucknell University) and Tonyehn Verkitus (Executive Director of the Lackawanna and Luzerne County Medical Societies) serve as moderators.

Guided by research from [The Institute for Public Policy & Economic Development](#) and ideas from a volunteer editorial advisory panel, including veteran journalists throughout the region, Keystone Edition explores important topics in economic development, community affairs, education, workforce development, business, public health, arts and culture, all with a goal of improving the quality of life in our region.

Below is a list of television program highlights from 2024.

**Keystone Edition Reports: Battling Adult Isolation**

Premiere Date: 1/8/24

This episode of Keystone Edition: Reports took a closer look at the issue of adult isolation in Pennsylvania, how it affects those who suffer from it, and what can be done to help those dealing with the challenge.

**Keystone Edition Business: Celebrating Black-Owned Businesses**

Premiere Date: 1/15/24

This episode examines the challenges the Black business community faces, offers perspectives on available help, and celebrates the businesses throughout our communities.

**Keystone Edition Health: Domestic Violence: Breaking the Silence**

Premiere Date: 2/19/24

This episode examines the issue of domestic violence by identifying the signs of domestic violence, how many people are affected, and the resources available for those who need help.

**Keystone Edition Arts: Creativity Meets Technology**

Premiere Date: 3/25/24

What role does technology play in creating art? Do works created by artificial intelligence meet the definition of art? Keystone Edition: Arts asks artists about the tools they use and if there should be limits to human-machine collaboration when it comes to creativity.

**Keystone Edition Reports: Voting for Your Future**

Premiere Date: 10/7/24

An expert panel discuss the 2024 election's historic nature – voters will either elect the first woman president, not to mention the first Indian-American, or they'll re-elect a former president for only second time. They'll also talk about the presidential candidates and significant local races on the Nov. 5 election ballot.

**Keystone Edition Health: AI: Redefining The Health Industry?**

Premiere Date: 11/18/24



AI's integration into healthcare is set to usher in transformative changes, including the development of personalized treatment plans tailored to individual genetic profiles and lifestyles, and virtual health assistants available 24/7, providing real-time, accurate medical advice.

### **Keystone Edition Business: Counting on Culture**

Premiere Date: 12/9/24

Cultural celebrations like markets and parades can bring thousands of people together. Events like markets, parades, and festivals can have a massive economic impact as visitors stimulate spending through hotel stays, meals, and retail. Long-term benefits like community pride and cultural exchange contribute to sustainable economic growth. Keystone Edition Business demonstrates how cultural celebrations are more than just a fun way to bring people together; they're vital drivers of economic development.

### **Mind Over Matter**

<https://www.wvia.org/tv/mind-over-matter/>



More than 17.5% of adults in Pennsylvania have a form of mental illness, and 20.9% of Pennsylvanians seeking mental health treatment find it inaccessible or prohibitively difficult to obtain. In Lackawanna and Luzerne counties, the number of diagnoses for mental health issues has risen significantly since 2008. Untreated mental disorders can cause major problems in a person's daily life, leading to physical health issues and lessened general capabilities when it comes to routine tasks or capacity to retain employment. Mental Illness can also be a significant contributor to substance abuse and criminal behavior.

In order to combat the stigma and increase awareness, prevention, treatment and management of a range of mental illnesses through a multi-platform approach that includes TV, radio and digital content.

In 2024 two new one hour Mind Over Matter programs were produced.

### **Mind Over Matter – Youth Mental Health Matters Part 2**

Premiere Date: 2/29/24

In Pennsylvania, an estimated 1 in 5 youth experienced poor mental health. Moderator Tracey Matisak and a panel of regional experts discussed the challenges children and teens face today. They provided resources and information on how to identify the warning signs when a child is in crisis. This program was recorded live in front of a group of educators and students at Central Susquehanna Intermediate Unit in Milton, Pa.

### **Mind Over Matter – Breaking Point: Poverty & Mental Health**

Premiere Date: 5/23/24

"Mind Over Matter: Breaking Point: Poverty & Mental Health" delves into the intricate relationship between financial status and mental well-being, shedding light on the profound impact of financial struggles on one's mental health. The lack of essential resources such as food, housing, transportation, and healthcare can significantly impact mental health. It not only directly affects physical health but also contributes to chronic stress, anxiety, depression, and other mental health disorders. Addressing these socioeconomic determinants is crucial for promoting mental wellness and mitigating the negative impact of poverty on individuals' overall health and quality of life. Through a blend of personal narratives and professional perspectives, the program aims to raise awareness and foster understanding of this critical issue today.

### **Conversations for the Common Good – Trust in Our Elections**

<https://www.wvia.org/conversations-for-the-common-good>



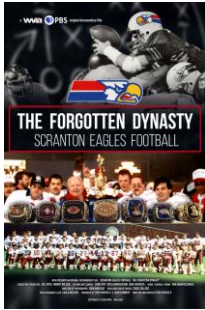
Premiere Date: 9/26/24

Fair and secure elections are the bedrock of our democracy. However, many community members have little information about what happens after they cast their ballots. As we headed into the general election in November, WVIA and Keep Our Republic invited the public to watch this informative, nonpartisan program dedicated to fostering a deeper understanding of the 2024 election process and equipping our community to combat misinformation surrounding election integrity. Experts from across the state and our community discussed what was new for Pennsylvania's elections in 2024 and how votes are counted, certified, and audited. They answered questions on topics like mail-in ballots, the role of the courts and media in elections, how technology impacts election security, and what federal, state, and local governments are doing to combat election interference.

### **The Forgotten Dynasty: Scranton Eagles Football**

<https://scrantoneagles.carrd.co/>

Premiere Date: 11/14/24



Scranton, Pennsylvania, once a booming industrial powerhouse, faced financial distress, high unemployment, and urban decline in the 1970s and '80s. Residents experienced hopelessness and a loss of community pride. Amidst this, a group of young men represented the city with pride, focused not on fame or fortune but on winning! The Forgotten Dynasty: Scranton Eagles Football chronicles the winningest franchise's early days in the '70s and the team's eventual record-setting domination as national champions in the '80s and early '90s.

### **The Story of Palma: A Musical Fable**

Premiere Date: 4/18/24

Palma is a charming composition commissioned by WVIA to commemorate the 50th anniversaries of both the NEPA Philharmonic and WVIA that reimagines the magical folktale of a young Italian violinist, for whom the piece is named. WVIA's legendary Erika Funke, along with the Nepa Philharmonic musicians and their Music Director, Mélisse Brunet, bring to life the music of composer Dr. Paul Salerni and the text by Dana Gioia. Assisted by the Abington Heights chorus and orchestra, Palma celebrates the power of music and the beauty of friendship, loyalty, and love. Like any great journey, it captures the delight and discovery of audiences of all ages.

### **2024 Challenger Exhibition Game at the Little League World Series**



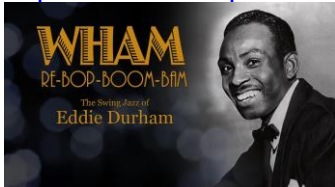
<https://www.wvia.org/shows/wvia-special-presentations/episodes/2024-challenger-exhibition-game-at-the-little-league-world-series-emrfdc>

Premiere Date: 8/24/24

Since 2011, WVIA has been the presenting station of The Challenger Exhibition Game broadcast held annually in August during the Little League World Series in Williamsport, Pennsylvania. The Teams that participated in the 2024 game included Manalapan Township (NJ) Little League and California District 68 (Mission Viejo, CA).

### **Wham Re-Bop-Boom-Bam: The Swing Jazz of Eddie Durham**

<https://whamrebopboombam.carrrd.co/>



Premiere Date: 2/1/24

Eddie Durham heard music differently, and he played it differently, too. Carrying rural southwestern blues influences with him from his hometown of San Marcos, Texas, Eddie became a leading architect of the Kansas City swing jazz sound in the 1920s and '30s. As a trombonist, guitarist, writer, and arranger, he helped to author the signature sounds of Count Basie, Benny Moten, Jimmie Lunceford, and Glenn Miller, while his pioneering work with amplified and electric guitars paved the way for today's rock 'n roll. Through interviews with family, friends, and devoted fellow musicians of all ages, Wham Re-Bop-Boom-Bam follows the musical journey of this often overlooked, but totally unique, musical genius. Distributed nationwide to PBS stations through American Public Television.

### **WVIA News Special: To Save the River, Save the Mountain**

<https://www.wvia.org/news/local/2024-03-06/wvia-news-special-to-save-the-river-save-the-mountain>



Premiere Date: 4/22/24

The undulating ground beneath Northeast Pennsylvania tells a story. Underground miners chipped away at anthracite coal while strip miners shredded the earth's surface to meet the economic demand of an industrializing nation for more than 100 years. The Lackawanna River carried the burden of the coal industry's waste. Although the last mines closed in the early 1960s, deposits of iron and magnesium - apparent as bright orange stains - still smear the Lackawanna's shores to this day.

### **Decision 2024: 8<sup>th</sup> Congressional District Debate**

<https://www.wvia.org/shows/wvia-special-presentations/episodes/decision-2024-pennsylvania-8th-congressional-district-debate-n2ifek>



Premiere Date: 10/22/24

Tracey Matisak moderated the debate for the 8th Congressional District between Incumbent Congressman Matt Cartwright (D) and Rob Bresnahan (R).

## **RADIO PROGRAMMING INITIATIVES**



<https://www.wvia.org/listen>

2024 was another banner year for WVIA Radio! Though the year saw some shifts in programming, member support has never been stronger - it's what happens when listeners take an active step toward membership! And, because of you, WVIA can bring you even more content focusing on the local community. Community Connection debuted in November, with Lisa Mazarella speaking with nonprofit organizations in our area that make a difference in the lives of everyday people and touching base with those organizations that perhaps lack the necessary funds to advertise, giving them a platform— a 22-county platform— to get word of their good deeds out to the community at large. In September 2024, Lisa and the WVIA Development Department attended a fundraising event in Lewisburg and delivered a presentation on the importance of arts and culture as part of WVIA's mission. WVIA also saw two longtime radio hosts, Erika Funke and George Graham, inducted into the Luzerne County Arts & Entertainment Hall of Fame this year - a most illustrious honor. Erika and George have been champions of the arts for decades, and our region is richer culturally because of them and their tireless focus on the arts. During 2024, some new programs came on the scene, including HarmonyTalk, With Good Reason, and WVIA's Pop Shop. Mixed Bag Saturday also premiered to keep Saturday night AAA music right where you expect it to be. These and other programs were made available on-demand, allowing listeners to hear Mixed Bag Saturday, Pop Shop, and WVIA's classical music programming on their own schedule, with any program from the last two weeks accessible at any time through [wvia.org](https://www.wvia.org), the WVIA app, and smart speakers.

### **WVIA News**



<https://www.wvia.org/news>

2024 was another year of growth for the WVIA News team. We began in January as a team of six. We close out December as a team of 13 full-time journalists – and counting – at a time when many of our media colleagues find themselves in shrinking news organizations. The biggest expansion came in February, with the hiring of Managing Editor Faith Golay and reporters Borys Krawczeniuk, Roger DuPuis, and Sarah Hofius Hall. Faith Golay's hiring marked the first noted growth of the WVIA News editorial team. Over the next few months, thanks to generous grant support, WVIA News welcomed Chase Bottorf as our embedded Williamsport/Lycoming County reporter, Lydia McFarlane as a dedicated healthcare reporter, and Robert Collado, a bilingual reporter who will bring stories to life from our many and growing Spanish-speaking communities. This year, WVIA News talked with hundreds of people in dozens of communities as part



of an ongoing Listening Tour. We're keeping track of who we meet and what we learn, which significantly shapes our strategy and news coverage plans.

### Community Connection



<https://www.wvia.org/podcast/community-connection>

WVIA began its new Friday segment, Community Connection, in November 2024 with host Lisa Mazarella speaking to people from nonprofit organizations such as The Keystone Mission, the Scranton Council on Literary Advancement, and Adopt-A-Mom, to name a few, highlighting the spectacular work done by these organizations throughout the listening area.

### ArtScene



<https://www.wvia.org/radio/artscene>

Weekdays at 12pm

Host Erika Funke gets you ready for the week (and the weekend ahead) by taking you to every corner of the WVIA listening area and continuing its strong tradition of championing arts and culture.

2024 ArtScene highlights:

- Mélisse Brunet, Music Director & Conductor of the Northeastern PA Philharmonic, spoke about her life in conducting & about the documentary film, Maestra, directed by Maggie Contreras
- Eugene Albulescu, award-winning pianist and professor in the Department of Music at Lehigh University in Bethlehem, spoke about the new Steinway concert grand piano acquired for the school with funds provided by the Lehigh University College of Arts and Sciences
- Dr. Paul Salerni, award-winning composer, NEH Distinguished Chair in the Humanities and Professor of Music at Lehigh University in Bethlehem, PA, spoke about a concert program featuring his 3 Italian Fables, presented in February 2024 in Baker Hall at the Zoellner Arts Center
- Meghan Davis, award-winning harpist & vocalist, spoke about her friendship with Esther Davidowitz of Kingston, PA, and their shared love of the harp. A tribute concert for Esther as well as a harp dedication recital was held at the First Presbyterian Church of Wilkes-Barre in January 2024.

● Mary Ann Moran-Savakinus, Director of the Lackawanna Historical Society; Michael Gilmartin, President of the Board and Architect Martina Bacarella, spoke about Sacred Sites & Sounds, taking place in Carbondale, PA. Everyone in attendance enjoyed a choral performance and a tour of six local churches.

### **All that Jazz / Mixed Bag**



<https://www.wvia.org/show/all-that-jazz>

Weeknights at 8pm

Host George Graham presented a wide array of jazz during All That Jazz, including the newest and hottest jazz releases. WVIA Radio also aired ten hours of music from the COTA Festival in Delaware Water Gap, PA. George Graham was also on hand for the Scranton Jazz Festival and emceed our 2nd Annual Harmony in the Woods concert in Hawley. Weeknights' Mixed Bag presents a fascinating potpourri of creative contemporary sounds in rock, folk, blues, world music, bluegrass, fusion, reggae, and other styles not heard on commercial radio. Mixed Bag also includes the long-running Homegrown Music segments with weekly recordings of regional artists from the WVIA studios.



### **Chiaroscuro Jazz**

<https://chiaroscurojazz.org/>

WVIA's jazz record label, Chiaroscuro Records, released a series of podcasts featuring some of the artists on the label, providing first-person accounts of their music and a plethora of content. In January 2024, George Graham hosted a podcast featuring Music Director and Producer Loren Schoenberg of The National Jazz Museum and WVIA Producer and Director Kris Hendrickson discussing the WVIA documentary Wham Re-Bop-Boom-Bam: The Swing Jazz of Eddie Durham.

Chiaroscuro releases in 2024:

Ryo Kawaski's Ring Toss

Earl Hines Quintessential Recording Session

Chiaroscuro sponsored coverage of the 2024 Delaware Water Gap Celebration of the Arts (10 hour-long radio broadcasts, plus 6 hour+ exclusive streams).

## **Digital Content**

In 2024, WVIA revolutionized its digital offerings, pushing the boundaries to engage and captivate a broader audience like never before. Fans of WVIA are finding more opportunities than ever to engage with the station, whether it's on WVIA.org, over-the-top streaming platforms, the WVIA app, or our ever-expanding social media channels. In fact, over 1.1 million active users visited WVIA.org to stay informed with WVIA News, stream award-winning PBS, NPR, and WVIA original video and audio shows, and access quality educational materials. WVIA's off-platform digital and social media channels continue to see impressive growth as well, especially on YouTube and Facebook, where audience reach, video views, and overall engagement continue to increase month-over-month. More than 800 new users subscribed to WVIA's YouTube channel, which also saw over 285,000 total views in 2024. WVIA's Facebook page saw 1.1 million total views in the calendar year! Apple News is a rapidly growing distribution channel for our locally produced news content. In 2024, our stories reached over 690,000 viewers, with 954 people following WVIA News on the platform. Each month, WVIA News has over 4,300 active users on the platform. Be sure to follow WVIA on Apple News and across all your favorite social media channels. WVIA Television and Radio on-demand streaming programs reach nearly 60,000 people per week. In the past year, nearly half a million people visited [wvia.org](http://wvia.org), and more than 5,000 people watched shows online through our website. Over half a million people listened to the WVIA Radio stream across our multiple platforms including [wvia.org](http://wvia.org), the WVIA app, smart speakers, and more. New in 2024 is the WVIA Podcast Network, which first partnered with HarmonyTalk - an inspiring and locally-produced show about dreamers and doers in the region. Soon followed the debut of the all-new WVIA Pop Shop, a weekly show hosted by local professors Dr. Allan Austin and Dr. Patrick Hamilton, who, together with Kara Washington, riff on all things pop culture. Newly launched podcasts in late 2024 include an audio version of the Keystone Edition television series and Community Connection, an interview series hosted by Lisa Mazzarella that's dedicated to celebrating the incredible work of nonprofit organizations across Northeastern and Central Pennsylvania.

### **VIA Short Takes**

<https://www.wvia.org/via-short-takes>



Now in its eighth season, VIA Short Takes is an award-winning short-form documentary series that provides an entertaining and educational look at the people and places that make Northeastern and Central Pennsylvania (and beyond) so unique. Episodes premiere on our YouTube and Facebook pages, reaching this critical digital audience first before being aired on WVIA television as a compilation of three episodes. Award-winning titles in 2024 include Breaking Barriers: High School Girls Wrestling (NETA

Public Media Award) and The Hooded Graves of Catawissa (American Advertising Federation of Northeastern Pennsylvania, Pennsylvania Association of Broadcasters). Highlight: The Secret Beneath Hazleton - an urban exploration of the mines of the Mountain City accumulated almost 900,000 total views across all platforms.

### NEPA @ Work



<https://nepaatwork.carrd.co/>

With consistent growth in manufacturing jobs, the commonwealth now ranks as the sixth largest for manufacturing employment, providing a robust foundation for economic prosperity. NEPA @ Work is a digital-first series that takes viewers on an exclusive behind-the-scenes journey into the heart of global manufacturing in Northeastern and Central Pennsylvania. An exciting partnership between WVIA and DiscoverNEPA - with support from Coterra Energy – the weekly series features a five-minute episode and blog post that delves into the intricate processes, innovative technologies, and the dedicated individuals driving success in this vibrant region.

## Community Engagement Events



Simply airing a program or publishing a news story is enough for many media organizations. However, WVIA goes above and beyond, actively bringing its programs and stories into the community to foster meaningful follow-up conversations. In March 2024, amidst a rising tide of anti-Semitism and campus protests surrounding the Israel-Hamas conflict, WVIA collaborated with the Friedman Jewish Community Center and the Scranton Jewish Community Center to host a screening and discussion of the documentary *Repairing the World*, which chronicles how the Pittsburgh community came together after the Tree of Life synagogue shooting. We were honored to welcome four members of the Mallinger family, who paid tribute to Rose Mallinger, one of the victims of that tragedy. These events served as a poignant reminder of the power of healing and collective action within our communities. In April, we presented a special screening of WVIA's broadcast of the world premiere performance of *Palma* by the Northeastern Pennsylvania Philharmonic, commissioned to commemorate both the orchestra's and WVIA Radio's 50th anniversaries. This event at the Dietrich Theater in Tunkhannock also celebrated the talented student musicians from Abington Heights High School who performed in the concert. In May, WVIA launched the WVIA News Listening Tour at the Wilkes-Barre Fine Arts Fiesta. Over the course of four days, members of the WVIA News team engaged with attendees, gathering input on local news stories that deserved

attention. Our Listening Tour has since traveled to nine communities across the region, with plans to continue into 2025. We are committed to ensuring that the voices of our audience guide our mission of delivering quality, nonprofit, non-partisan journalism as a public service. To honor Juneteenth, WVIA screened the documentary *Becoming Frederick Douglass* and welcomed historian and educator E. J. Murphy as a guest speaker at the Dietrich Theater in Tunkhannock. Later that day, we participated in the Black Scranton Project's fifth anniversary block party. In addition, WVIA hosted three screenings of the original documentary *Wham Re-Bop-Boom-Bam: The Swing Jazz of Eddie Durham*, featuring filmmaker Kris Hendrickson and Loren Schoenberg, senior scholar at the National Jazz Museum of Harlem. Filmmaker Alexander Monelli joined us for a screening of his documentary *ROAR* in Canton, and WVIA partnered with the Campus Theatre in Lewisburg to present physicist and author Alan Lightman, who spoke at a screening of his PBS film and series *Searching: Our Quest for Meaning in the Age of Science*. In conjunction with the PBS broadcast of *Leonardo da Vinci*, a new film by Ken Burns, Sarah Burns, and David McMahon, WVIA launched a multi-month initiative focused on the Renaissance genius. WVIA's education and community engagement teams collaborated to hold "talkback" sessions with student and adult performers in Rebel Stages' productions of *The Wizard of Oz* and *In the Heights*, exploring how Leonardo's artistic philosophy relates to their work in the theater. We also partnered with the Hazleton Integration Project to screen a preview of the documentary at a community fiesta, which featured student artwork from their summer "Leonardo art camp." WVIA produced an extended VIA Short Take video about the Da Vinci Science Center in Allentown and created an episode of Keystone Edition Arts titled "Modern Renaissance Minds," highlighting local residents who excel in both science and the arts. Our seven community screenings included excerpts from *Leonardo da Vinci*, the Da Vinci Science Center feature video, a trivia contest with prizes, guest speakers from seven area arts organizations, and Bucknell faculty and students who studied Leonardo in Europe over the summer. Through these initiatives, WVIA continues actively engaging with the community, bringing educational and cultural opportunities to life across our region. Many of 2024's community engagement activities were made possible through generous grant support.

#### Community Event Venues and Partners 2024

Albright Memorial Library  
 Berwick Theater  
 Black Scranton Project  
 Bloomsburg Public Library  
 Bloomsburg Theatre Ensemble  
 Bloomsburg YMCA  
 Bucknell University  
 Campus Theatre, Lewisburg  
 Commonwealth University of PA: Bloomsburg, Lock Haven, Mansfield Universities  
 Community Arts Center  
 Danville Area Community Center  
 Dietrich Theater, Tunkhannock  
 Everhart Museum  
 Family Service Association  
 Fine Arts Fiesta  
 Friedman Jewish Community Center  
 Harmony in the Woods



Hazleton Integration Project  
Honesdale Jaycees  
Lewisburg Arts Council  
Marywood University and STARS Program  
Montrose Theater  
Northeastern Pennsylvania Philharmonic  
Pittston Memorial Library  
Pocono Mountains Music Festival  
Rebel Stages  
Scranton Jewish Community Center  
Taylor Community Library  
The CommUnity Zone, Lewisburg  
The Cooperage Project  
The Exchange  
University of Scranton  
Viewmont Mall  
Waverly Community House  
Wayne County Historical Society  
Wayne County Public Library

For over 50 years WVIA's number one commitment has been to public service in our region.

**WVIA Mission**

WVIA educates, inspires, entertains, and fosters citizenship, diverse cultures, and perspectives to nurture community.

**WVIA Vision**

A joyful, engaged, well-informed, compassionate community via public media.