



PBS



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"First Community Foundation Partnership of PA is thrilled to support WVIA's continued expansion into Lycoming County. With a dedicated journalist closely involved in the greater Williamsport and surrounding area, residents will become more knowledgeable about the place they call home, opening new avenues to a more connected community."

- Betty Gilmour, Director of Grantmaking, First Community Foundation Partnership of PA

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 590,390 households per the Nielsen 2023 TV Household DMA Ranking Report.



"We have long valued WVIA for the range of reliable news and analysis, outstanding performances, and entertaining programming from NPR and PBS that it provides. However, it is the coverage of regional news, business, arts, and entertainment that makes WVIA special." -Teri MacBride and Steve Guattery, Insider Society members Lewisburg, PA

In 2023 WVIA aired 552 hours of local programming content. Programming highlights include our premier public affairs series, "Keystone Edition" which focused on local and regional issues including, Guns in Schools and The Changing Face of Business. The goal of this series is to connect viewers with resources and promote collaboration amongst regional non-profits. In addition, WVIA and Geisinger presented year three of the mental health initiative called Mind Over Matter. Like WVIA's successful Battling Opioids series, this public health initiative aims to improve the mental and physical health of our community through a multi-platform approach that includes TV, radio and digital content.

In 2023 WVIA reached approximately 2,028,990 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 2023 WVIA welcomed nearly 8,000 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 (February 2023)

WVIA hosted a Winter 2023 Member Day at Elk Mountain in Uniondale, PA on Wednesday, February 15, 2023. WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA Underwriters received free Lift Tickets.

668 Lift Tickets

129 Rentals

Total Value \$58,600.00

WVIA Family Day at Knoebels Amusement Resort (May 2023)

WVIA hosted a Spring Member Day at Knoebels on Sunday, May 7, 2023. WVIA Members and Underwriters received free Ride all Day with Coasters Wristband Admissions.

Total Value: 5,238 passes @ \$55=\$288,090.00

WVIA Family Day at Montage Mountain Waterpark (June 2023)

WVIA hosted a Summer Member Day at Montage Mountain Waterpark on Tuesday, June 20, 2023. WVIA Members and Underwriters received free admission to the waterpark.

Total Value: 1,703 @ \$29.99=\$51,072.97

Lackawanna County Coal Mine & Anthracite Heritage Museum (November 2023)

WVIA hosted Fall Member Days at Lackawanna County Coal Mine and Anthracite Heritage Museum on Saturday November 4th and Sunday November 5th, as well as Saturday, November 11th and Sunday, November 12th. 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:
264 @ \$10.00 = \$2,640.00

EDUCATIONAL INITIATIVES

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

"I like to use Careers that Work as a supplement to my career units. It is especially helpful in grades 3-5!" -Katie Leach, Weatherly Area School District

"Thank you to you and Alissa for coming to the library and doing 2 wonderful programs. The children really enjoy them." -Mary Wickizer, Taylor Community Library

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 26 schools and libraries and met with over 1,500 students in 2023.

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 54 students from area school districts in 2023.

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. 42 school districts from the NEIU, CSIU, and LIU participated in the 2023 season leading to 40 competitions on WVIA-TV. Congratulations to the winners: North Pocono took 3rd place, Delaware Valley took 2nd place, and the winner of the 2023 Scholastic scrimmage season was Berwick Area. WVIA also hosted the subsequent Pennsylvania state competition. Berwick Area of Wilkes-Barre, Pennsylvania came in first, Moravian Academy of Greater Lehigh Valley came in second and Mercyhurst Preparatory School of Erie Pennsylvania came in third.

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 2023, students in Hazleton, Upper St. Clair, Jermyn, and Factoryville all received a personalized plaque and their stories featured by WVIA!

Poetry Out Loud:

<https://www.wvia.org/shows/wvia-special-presentations/episodes/2023-poetry-out-loud-regional-competition-5djsxx>



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 2023 WVIA Poetry Out Loud regional winner, Kendal Pauline, was named runner up 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. WVIA has produced 14 features on area careers with curriculum with 7 more planned for season 2.

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, Brianna Ashman from Susquehanna Community High School with her teacher Mrs. Dori Spencer was awarded a cash prize and was featured on the Great Teachers Essay page at wvia.org.

TELEVISION PROGRAMMING INITIATIVES

Call the Doctor:

<https://www.wvia.org/tv/call-the-doctor/>



WVIA's weekly medical program, *Call the Doctor* discussed various topics in 2023 including Stomach Cancer, What's New in the World of Physical Therapy, Learning to Live with Diabetes and Stress and It's Effects. A panel of healthcare experts discussed available regional resources so viewers and their families can get the support and care they need.

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 2023, there were 20 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 five 30-minute VIA Short Take television programs released in 2023.

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 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 2023.

Keystone Edition Business: The Changing Face of Business

Premiere Date: 1/16/23

Immigrants are increasingly becoming the face of business. More than half of the billion-dollar startup companies in the US were founded by people who weren't born here. Keystone Edition Business looked at immigrant-led businesses in our area, what it takes to get there, and what resources are available.

Keystone Edition Health: The Smallest Victims – Child Abuse and Trafficking

Premiere Date: 1/30/23

The CDC reports at least 1 in 7 children experience child abuse in the United States. In addition, trafficking of children is on the rise - National Human Trafficking Hotline statistics showed a 25 percent jump in human trafficking cases from 2017 to 2018, and the National Center for Missing and exploited Children reported 1 in 7 runaways were likely victims of child sex trafficking. Keystone Edition Health took an in-depth look at the issue to help identify the signs to know to spot child abuse and even possible trafficking.

Keystone Edition Reports: Guns in Schools

Premiere Date: 3/6/23

We live in a day and age where guns, in one capacity or another, are seeping in to the daily lives of Americans everywhere. Now, guns are being carried by security guards and teachers in many area schools. On this edition Keystone Edition Reports "Guns in Schools", we took an in-depth look at the topic, and its effect on school safety.

Keystone Edition Business: Making the Pitch

Premiere Date: 4/10/23

Some entrepreneurs get started young. Keystone Edition Business checked out a program that helps some students get their ventures off the ground.

Keystone Edition Health: School Nurses - Answering the Call

Premiere Date: 5/22/23

More school nurses are leaving the industry due to low wages and fewer faculty for nursing programs to train the next generation. Pandemic aside, the US Centers for Disease Control and Prevention recommends that schools have one full-time nurse for every 750 students. Now, when students and schools may need nurses more than ever, it's estimated that about a quarter of schools still have no nurses. Keystone Edition Health explored the issue to try and find out what our area school districts can do to help retain and recruit nurses for future generations.

Keystone Edition Reports: The Evolution of Hazleton

Premiere Date: 10/2/23

The City of Hazleton has undergone a transformation over the past couple of decades. Historically, the city came to be known for its silk and coal industries. But, times have changed. On the 1-hour season premiere of Keystone Edition Reports, we took the show on the road to Hazleton to see what's old, what's new, and, what's to come.

Keystone Edition Arts: Creative Relationships in a Diverse World

Premiere Date: 11/27/23

Arts organizations in our region are exploring what it means to be diverse, equitable, and inclusive. In some cases, board members and staff are designing the organization's future. Keystone Edition: Arts looked at what's needed to change an organization's culture, the funding to support changes, and the benefits to the organization and community in a special one-hour episode.

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 2023 three new one hour Mind Over Matter programs were produced.

Mind Over Matter – Veterans: Wounded Within

Premiere Date: 2/9/23

Moderator Tracey Matisak and a panel of regional mental health experts discussed the mental health issues of our veterans. The program included personal stories of local veterans who are coping with mental health challenges and provided resources and information on where to get help.

Mind Over Matter – Youth Mental Health Matters

Premiere Date: 5/18/23

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.

Mind Over Matter – Substance Use Disorder

Premiere Date: 11/16/23

Nearly 34 percent of Pennsylvanians have a mental health or substance use disorder. Moderator Tracey Matisak and a panel of regional experts discussed the challenges in overcoming substance use disorders and presented inspiring stories of those who are on the road to recovery. They provided resources and information on how to identify the warning signs and where to get help.

Conversations for the Common Good – The Dobbs Decision: Women’s Rights, Law, and Healthcare in America

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



Premiere Date: 4/13/23

A panel discussion that originated from WVIA’s Sordani Theatre in Pittston. The discussion featured Dahlia Lithwick, the author of *Lady Justice: Women, the Law, and the Battle to Save America* (New York: Penguin, 2022). Ms. Lithwick is a columnist and senior editor at Slate, and the creator of a podcast called *Amicus*. The discussion focused on the implications of the *Dobbs v. Jackson Women’s Health Organization* decision for the future of U.S. society at large.

Conversations for the Common Good – Immigration Stories – From the Statue of Liberty

Premiere Date: 10/12/23

"Give me your tired, your poor," goes the poem inscribed on the base of the Statue of Liberty. But the immigrant experience today is more complicated. Regional panelists shared their own immigration stories. Moderator was Larry Vojtko.

Bucknell Forum Presents John Kasich & David Axelrod

Premiere Date: 3/20/23

John Kasich and David Axelrod discussed the theme "The State of American Democracy" in this year's Bucknell Forum - a speaker series that since 2007 has featured national leaders, scholars and commentators who have examined various issues from multidisciplinary and diverse viewpoints.

ROAR: The Story of the Columbia Football Tigers

Premiere Date: 5/11/23

<https://on-demand.wvia.org/video/roar-the-story-of-the-southern-columbia-football-tigers-wsupza/>



The story of the 2022 Southern Columbia Area High School Football Tigers season from the locker room to practices to the sidelines of the games, giving viewers an up close and never-before-seen look at one of the top high school football programs in Pennsylvania. The documentary examines how this small school from rural Catawissa, Pennsylvania finds itself at the pinnacle of high school football every year.

Geisinger Commonwealth School of Medicine Preventive Medicine Lecture – Disease Reversal with a Plant-Based Diet with Michael Klaper, M.D.

<https://www.wvia.org/shows/wvia-special-presentations/episodes/disease-reversal-plant-based-diet-zoca84>

Premiere Date: 6/1/23

Michael A. Klaper, M.D. examines how a whole food, plant-based diet can help prevent lifestyle-related diseases like Type 2 diabetes and even reverse some common health conditions.

2023 Challenger Exhibition Game at the Little League World Series



<https://www.pbs.org/video/2023-little-league-challenger-exhibition-game-ghtv1e/>

Premiere Date: 8/26/23

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 2023 game included Lancaster County (PA) Little League and New York District 8 Little League Challenger Division (Syracuse, NY).

Holocaust Warnings: American Antisemitism and Extremism



<https://www.wvia.org/shows/wvia-special-presentations/episodes/holocaust-warnings-american-antisemitism-and-extremism-f80bz>

Premiere Date: 9/9/23

WVIA, in partnership with Misericordia University, presents a multi-part project with world-renowned scholars that will help to educate our regional audience about the importance and weight of words in civil discourse.

Holocaust Warnings, American Antisemitism and Extremism, examined the rising vitriol and divisiveness across our country, what that means for the future of our democracy, and how we can educate ourselves to strengthen our diverse community. This program featured a panel discussion with Dr. David Myers, Dr. Alex Alvarez, Dr. Kelly McFall and Dr. Carol Rittner, RSM, moderated by WVIA News Director Julie Sidoni.

RADIO PROGRAMMING INITIATIVES



A lot happened in 2023, and NPR and WVIA were there for it all. From national and world politics, arts and culture events, important local news happenings right here at home in your backyard, to human interest stories from across the globe, WVIA and NPR offered in-depth, fact-based journalism at its very best. Whether you tuned in for breaking news, national news, or simply just to have a “driveway moment” with Morning Edition or All Things Considered, you were tuned in because your arts, news, and information station” is tuned to you. In June of this year, WVIA brought NPR’s award-winning midday newsmagazine, Here & Now to the local airwaves, keeping you up to speed on the days’ news until All Things Considered at 4 p.m. The WVIA News Team also grew by leaps and bounds; News Director Julie Sidoni and her team of gifted journalists continue to bring area stories important to you and those close to you to light with morning and evening newscasts each weekday. The WVIA News Team has also

taken command of the award-winning newsmagazine, Keystone Edition Radio, heard Sundays on WVIA Radio. Isabela Weiss told us the story of how Bradford County kept their largest library open. Kat Bolus took us to Ashley, PA, where two organizations work to interpret and preserve history. And finally, in 2023 WVIA partnered with Leadership Lycoming to identify some issues important to Williamsport area residents and to celebrate some of the “Hidden Heroes” making a positive difference in the community.

WVIA and NPR. Telling the stories that matter to you.

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

Other notable program offerings include the addition of “Concierto,” Sunday afternoons at 2 on WVIA Radio. Concierto is a program of classical music presented by host Frank Dominguez in both English and Spanish, the very first program to be offered bilingually, making access to classical music that much easier for those who have made their lives and homes here in our area, enriching the lives of any and all who tune in.

Keystone Edition



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

Keystone Edition is a weekly newsmagazine on WVIA Radio that takes you into communities across the listening area, introducing you to the people, places, and events that make Northeastern & Central Pennsylvania unique.

Some of the stories covered in the newsmagazine include:

"Considering Matthew Shepard" To Be Offered By Choral Society of NEPA & Bloomsburg University Choirs

The Choral Society of Northeast PA and the Bloomsburg University Choirs joined together to present the regional premiere of an important new work, "Considering Matthew Shepard." The oratorio was composed by Craig Hella Johnson in 2016 to remember the 1998 hate-crime murder of a gay college student from the state of Wyoming who was kidnapped, severely beaten, tied to a fence and left to die. The work incorporates a variety of musical styles and sets a wide range of texts by poets, as well as passages from Shepard's journal and writings from his parents.

WVIA Radio celebrates its 50th anniversary

WVIA radio marked its 50th anniversary. The station signed on the air on April 23, 1973, thanks to the skills of George Graham, who was the engineer in charge of assembling the equipment and preparing for the initial broadcast. There were many stories to be told about those early days, and on Monday, April 17, WVIA TV presented a special

Keystone Edition Arts program celebrating 50 years of Public Radio WVIA, featuring the present hosts and former staffers returning for the occasion.

Leadership Lackawanna Participants Look To Beautify Area Through Community Service Projects

Improving a Little League concession stand and a youth football program press box, renovating a position of a teen center, building a walking trail around an animal sanctuary, and transforming a vacant urban lot into a vibrant, attractive space...these are all projects being finished this spring by participants in the core program of Leadership Lackawanna.

Luzerne County Company Chosen To Develop Hemp Industry Accelerator Program

Once outlawed for over 80 years, industrial hemp in Pennsylvania received a boost earlier this month. A company in Luzerne County was selected to develop a hemp industry accelerator program.

ArtScene

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

Erika Funke highlights regional arts and culture in 250 interviews. This year's highlights:

10/12/23

Ken Jaworowski, staff editor at the NY Times, author and playwright, speaking about his recent novel, "Small Town Sins" issued by Henry Holt and Company, and set in Central Pennsylvania. For more information: www.kenjaworowski.com or www.henryholt.com

10/18/23

Composer Steven Sametz, Ronald J. Ulrich Professor of Music, and Hana J. Cai, Associate Director of Choral Activities, at Lehigh University in Bethlehem, speaking about the opening concert of the 2023-24 season of Lehigh Choral Arts with a program titled, "Sacred & Profane," on October 21 at 8:00 pm and October 22 at 4:00 pm, at the Zoellner Arts Center on the Lehigh campus.

10/23/23

Gerardo Edelstein, Music Director & Conductor of the Williamsport Symphony Orchestra, speaking with WVIA's Fiona Powell about the opening concert of the 2023-2024 season on Tuesday, October 24, at 7:30 pm at the Community Arts Center, 220 West Fourth Street in downtown Williamsport. The program will feature music by Beethoven & Rachmaninoff.

10/27/23

Dr. Larry Lipkis, Starnier Professor of Music and Director of the Early Music Program at Moravian University in Bethlehem, speaking about the Fall 2023 Early Music Concert

11/9/23

Cody Mead, Founder and Artistic Director of the Bloomsburg Singers, speaking about the group's Fall concert on Friday, November 10, 2023, at 7:00 pm, at Wesley United Methodist Church on Market Street in downtown Bloomsburg.

12/6/23

Dr. Christopher Jackson, Artistic Director & Conductor of the Bach Choir of Bethlehem & the Bach Festival Orchestra, speaking about the 2023 Christmas Concerts on at the First Presbyterian Church, Bethlehem.

12/7/23

Greg Zelek, Principal Organist of the Madison Symphony Orchestra in Wisconsin & Curator of the Overture Concert Organ, speaking about pipe organs and their capabilities in a recording from October 2022.

12/12/23

Dr. Lalaine Little, Director of the Pauly Friedman Art Gallery at Misericordia University in Dallas, PA, and Dr. Mateusz Wosik, Paleontologist & Assistant Professor of Biology at Misericordia, speaking about an exhibition of photographs and artifacts titled "Lost Worlds" on the campus in 2022.

12/19/23

Diane Grant Czajkowski, award-winning artist, speaking about her work in connection with two current exhibitions: The Cider Painters of America International Show at the Main Street Galleries on Pierce St. in Kingston, PA.

12/21/23

April Genevieve Tucholke, author of "Merry & Hark," and Thomas Speicher, author of "A Day with Waffles & Alexis," speaking with WVIA's Fiona Powell about their recent children's books.

Jazz/AAA

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

Host George Graham presents a variety of types of jazz, during All That Jazz. WVIA Radio aired 11 days of coverage from the COTA Festival in Delaware Water Gap, PA. Among the most notable offerings of the year:

HOMEGROWN MUSIC

Homegrown Music is WVIA-FM's exclusive series which each week showcases the talents of regional contemporary music artists in recordings produced in the WVIA-FM studios by series host George Graham and is broadcast Tuesdays at 9:00 PM. Some 2023 performances included:

April 4 - Honey King. This New Jersey trio started out as a blues band, but became an acoustic folk group marked by very attractive original music, and great vocal harmonies. This is an encore of Honey King's 2012 Homegrown Music debut.

April 11 - The Currys. An acoustic family trio of two brothers and a cousin, the Currys feature the vocal harmonies that come from growing up together. Their debut album Follow from 2014 was one of George Graham's top picks of the year. Since then, they have released two additional recordings and made a Homegrown Music live concert appearance. This is an encore of their debut Homegrown Music session in 2014.

April 18 - Gunnar Madsen. A co-founder of the distinctive and witty a cappella group The Bobs, Gunnar Madsen has been creating a remarkable variety of interesting music over the years, including award-winning children's albums, music featured in the TV series "Sex in the City," and music and audio design used in Atari video games. From the Homegrown Music archive comes this 1999 session with Madsen accompanying himself at the piano.

April 19 - A Homegrown Music Concert with WATER STREET and CARLA ULBRICH. WVIA's exclusive series of monthly live radio concert-broadcasts continued with a melodic rock band and a very witty comedic singer-songwriter. Water Street are a rock sextet known for their sophisticated original music. Their most recent release All We Tried to Be has been receiving critical praise. The band put in a Homegrown Music studio session last year, were scheduled to perform live in January, but the performance was called off due to a snowstorm. With hopefully better weather, and they make their live HGM live concert debut.

Carla Ulbrich calls herself a "professional smart Aleck" and for over 20 years, she has been writing songs that look at the humorous side of everything from romance to the pandemic. After an extended absence from the series, Ms. Ulbrich put in a studio session which aired earlier this year. She returns for a live performance of some of her newest songs along with some of her classics.

April 25 - Melodic Intersect. A distinctive world music quartet who include classical Indian sitar and tabla, along with jazz keyboard man Greg Hatza. They perform original improvisational music in this 2016 session.

April 26 - A Homegrown Jazz Special with STRING THEORY featuring Joe Battaglia. Guitarist Joe Battaglia has appeared several time on Homegrown Music, including with Gerry and Adam Niewood, along with his own groups. He returns with a new trio that includes bassist Rich Messbauer and drummer Daniel Gonzalez, performing original compositions.



Chiaroscuro Jazz

<https://chiaroscurojazz.org/>

During 2023, Chiaroscuro Records, WVIA's jazz record label, released a series of podcasts featuring some of the artists on the label providing first-person accounts of their music, providing a total of 24 podcasts. Beginning in October, George Graham, who serves as Director of Artistry and Repertoire for the label, produced and hosted a new series with some of today's noted jazz artists, such as Tom Scott, Steve Gadd and vocalist Jack Jones, reflecting on their music and the artists who have recorded for the label. Chiaroscuro was also part of a special Christmas fundraising album for the Jazz

Foundation of America, which provides financial support for the medical needs of veteran jazz musicians.

We had two Chiaroscuro releases in 2023:

CR 164 - Tarika Blue: "Tarika Blue" - blue vinyl edition - January 2023

CR 101 - Earl Hines: "The Quintessential Recording Session" - digital only release - December 2023

Also 12 new podcasts on the chiaroscurojazz.org site

Chiaroscuro sponsored coverage of the 2023 Delaware Water Gap Celebration of the Arts (10 hour-long radio broadcasts, plus 6 hour+ exclusive streams).



Other activities In May, WVIA Radio did live reports from the Wilkes-Barre Fine Arts Fiesta and was on hand throughout the weekend to give the public an opportunity to meet the staff and learn about all the activities of both radio and television. WVIA hosts are active in community events; George served as emcee for Wildflower Music festival concerts, the COTA jazz festival, and more.

Erika Funke performed along with the NEPA Philharmonic in "Palma."

Palma premiered on Saturday, November 4th at 7:30 PM at the Scranton Cultural Center. It celebrated the 50th anniversaries of both the NEPA Philharmonic and WVIA Radio with a brand-new and charming composition that reimagines the magical folktale of a young Italian violinist, for whom the piece is named.

Digital Content



2023 saw a large increase in not only the number of digital offerings WVIA provides but a large increase in the number of people engaging with WVIA on multiple digital platforms. WVIA Television & Radio on-demand streaming programs reach more than 53290 people per week (up 2.5% YoY). In the past year nearly 600,000 people visited wvia.org and more than 5,000 people watched shows online through our website.

Fans of WVIA are finding more opportunities than ever to engage with the station whether it be on OTT streaming platforms, the WVIA App, or our ever-expanding social media channels. Streaming opportunities increased across multiple platforms in 2023. In addition to YouTube TV, WVIA TV's live stream is now available through DirecTV Stream, Local Now and Hulu + Live TV.

We launched a digital exclusive short-form documentary series, *Pizza!*, as well as launching seasons 6 and 7 of the award-winning *VIA Short Takes*.

WVIA News was added to one of the world's largest news aggregator apps - Apple News in 2023. Apple News provides content to over 125 Million users, and WVIA News is proud to be your only source of hyper local news in Northeastern and Central Pennsylvania.

In 2023, WVIA has also worked to expand the reach of our YouTube page and increase engagement, and we've successfully achieved the ability to monetize our YouTube content, which requires a specific number of page subscribers, views, and other important metrics.

2023 also saw the debut of on-demand streaming of local radio programs. All of WVIA Radio's flagship programs including *Classical Music*, *Mixed Bag*, *All that Jazz*, *Keystone Edition* and *Notes on Film*, are all available to enjoy through our website or mobile app for a window of two weeks after air.

WVIA.org also received a critical upgrade to an extremely popular section, the TV Schedule. Our new online schedule offers a robust, easy-to-navigate experience for our viewers. New features include rich program descriptions, printable versions, and a reminder notification option so you never miss your favorite programs.

Community Engagement Events



WVIA believes it is not enough to produce important local programming and distribute it along with excellent national programming from PBS, NPR, and other sources. We are also committed to engaging our community to “go deeper,” discussing and reflecting on significant issues in such programming.

For a Black History Month project, 200 people attended four community screenings with discussions of the documentaries *Harriet Tubman: Visions of Freedom* and *Becoming Frederick Douglass*, as we partnered with the Black Scranton Project, Waverly Community House “Destination Freedom,” and East Stroudsburg University, and produced a VIA Short Takes video on the Underground Railroad history of the Williamsport area. We celebrated the 65th anniversary of the region’s legendary radio station, WARM, with a popular screening of the WVIA documentary *WARMLand Remembered*, including a panel presentation featuring former WARM staff.

The PBS series *Iconic America* explained the history and the meaning of eight well-known symbols of America, and WVIA “went deeper” by holding four screening/discussion events based on the Statue of Liberty and the Gadsden Flag. The capstone events brought high school students together for a workshop of discussion, art and literary activities relating the Statue of Liberty to immigration experiences today, all leading up to the taping of the WVIA TV program *Conversations for the Common Good: Immigration Stories* from Bloomsburg University.

Ken Burns’ documentary *The American Buffalo* offered an opportunity for a preview screening in Lewisburg with guest speakers noting references in local history to bison sightings in the area known for Buffalo Valley, Buffalo Creek, Buffalo Township, etc.

With the alarming rise of hate speech and hate crimes in America, WVIA’s Holocaust Warnings initiative is expanding beyond a distinguished panelist television program to a series of important community conversations, *We Stand Against Hate*. Our initial event at the Friedman Jewish Community Center in Kingston was followed by a similar discussion at the Scranton JCC and a demonstration of WVIA Education resources specially produced for regional schools. Additional events in 2024 will feature a new film documenting the Pittsburgh community response to the 2018 shootings at the Tree of Life synagogue, *Repairing the World*.

But the grandest, busiest community events of 2023 were the many facets of our year-long celebration of the 50th anniversary of WVIA Radio. Rather than plan a single gala,

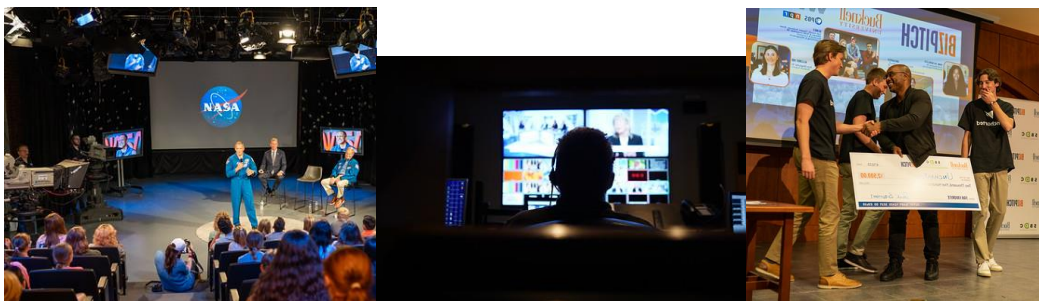
we wanted to share the occasion with listeners across the region, honoring many partner arts organizations whom we serve as “your arts, news, and information station.” So we visited Wilkes-Barre, Scranton, Lewisburg, Williamsport, Elysburg, Selinsgrove, Hawley, Clarks Summit, Bloomsburg. Nearly 200 friends of WVIA toured our studios and enjoyed presentations, activities, and giveaways during an August Open House. Many more attended Insider Society receptions in Pittston and Lewisburg, a benefit concert by Irish violinist Patricia Treacy at the Harmony in the Woods outdoor amphitheater, and the September WVIA ArtScene Conference. Many more won event tickets and 50th anniversary souvenirs items in our on-air “Golden Giveaway.”

And the biggest event was a world premiere concert! WVIA Radio proudly partnered with the Northeastern Pennsylvania Philharmonic to commission a new piece of music in honor of both organizations’ 50th anniversaries. Palma is a musical fable composed by Paul Salerni with lyrics by Dana Gioia. First performed November 4 with Melisse Brunet conducting the Northeastern Pennsylvania Philharmonic joined by student musicians from Abington Heights High School, the premiere featured narration by WVIA’s Erika Funke, and the performance was taped for a WVIA broadcast. And a sincere Bravo! to all the WVIA donors generously supporting this unique 50th anniversary collaboration and all our efforts to engage and nurture community.

Venues and Partners 2023

Dietrich Theater, Tunkhannock
Campus Theatre, Lewisburg
Albright Memorial Library
Taylor Community Library
Wayne County Library
Wayne County Historical Society
The Cooperage Project
Harmony in the Woods
Commonwealth University of PA: Bloomsburg, Lock Haven, Mansfield Universities
Misericordia University
University of Scranton
Marywood University STARS Program
Leadership Lycoming
Family Service Association
Black Scranton Project
Waverly Community House
Bloomsburg Theatre Ensemble
Bloomsburg Public Library
The Exchange
Weinberg Jewish Community Center
Scranton Jewish Community Center
Weis Center at Bucknell University
The CommUnity Zone, Lewisburg
Lewisburg Arts Council
Arcadia Chorale
Everhart Museum
Fine Arts Fiesta
Susquehanna Valley Chorale

Community Arts Center
Williamsport Symphony Orchestra
Northeastern Pennsylvania Philharmonic
Music from St. Stephen's
Choral Society of Northeastern Pennsylvania



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.