



WVIA Board of Directors Meeting Minutes
March 6, 2026 at 10:00 AM
100 WVIA Way
Pittston, PA 18640

Attending:

Jose de los Rios	Carmen Magistro
Peter Frieder	Patrick Marty
Justin Genzlinger	Gertrude C. McGowan, Esq.
Robert T. Kelly, Jr., Chair	Holly Morrison
Jon Kirkwood	Karen Murphy
Grace McGregor Kramer	

Excused:

John Pullo, Sr.
Dennis Cheng, **Vice Chair**
Lili Rosenstreich
Andrew Sordoni
Jan Alexander Wessel

WVIA Staff:

Vicki Austin	Carla McCabe
Kristen Clark	Mary Michaels
Nora Dillon	Tim Novotney
Faith Golay	Alecia Panuski
Joe Glynn	Ben Payavis
Jonathan Harter	Teresa Sabecky

A quorum was present.

Mr. Kelly called the meeting to order at 10:03 AM.

There were four action items on the consent agenda. **All items were previously sent to the Board for review.**

- ✓ December 5, 2025 Meeting Minutes
- ✓ Recommendation of Dennis Cheng to Board Chair and Holly Morrison to Board Vice Chair
- ✓ Recommendation of integrating the Development and Planning Committees
- ✓ Recommendation to amend the Bylaws and Committee charters to reflect the merging of the Development and Planning Committees as well as the additional years for the Board Vice Chair

A motion was made by Mr. Frieder to approve all the consent agenda items as presented. Mr. Marty seconded. With all in favor, none opposed, the motion passed.

Jonathan Harter provided an introduction. Mr. Harter is the new Development and Revenue Manager for Journalism, a two-year position funded by the Knight Foundation. He shared an overview of his professional background and outlined his goals for WVIA.

Ms. McCabe shared the station's 60th Anniversary sizzle reel. WVIA will celebrate sixty years this fall.

Ms. Clark presented the financial update and reviewed the January 2026 financial statements. She reported continued growth in membership and major gifts, along with savings in compensation and benefits. Additional savings were realized through discounted PBS and NPR dues, and the organization has reduced spending in several other expense categories. As of the end of January, revenues reflected a budget surplus of \$128,639 and total expenses had a budget surplus of \$419,550.

Ms. Clark then provided an update on Goldman Sachs. She also noted that, as of today, the organization has received \$160,000 in bequests.

Ms. O'Bannon shared a report on geopolitics and the outlook for financial markets with the escalating tensions involving Iran and the broader Middle East.

Ms. Clark stated that Board approval is required for a resolution related to the RACP II paperwork. The resolution confirms that the organization will use its own funds to meet the required matching contribution.

A motion was made by Mr. Marty to approve a resolution for the use of internal funds, specifically pledge and campaign funds to provide the required \$750,000 match for the RACP II. Ms. McGowan seconded. With all in favor, none opposed, the motion passed.

Ms. Panuski gave a capital campaign update. Ms. Panuski reported that we have currently secured more than \$7.75 million toward our capital campaign goal of \$ 8.5 million. We need to raise a little over \$926,000 and our goal is to close the campaign by the end of the fiscal year.

Ms. McCabe presented an update on strategic goals. She noted that NPR has changed its fee model and introduced a tiered structure, which the organization will review. Ms. McCabe also shared that she will attend the upcoming PBS Board meeting in two weeks and will provide the Board with any updates or new information following that meeting.

Regarding the station's strategic direction, Ms. McCabe stated that the organization will continue to prioritize local content, explore new ways to grow the audience, and develop strategies to strengthen relationships with both current and prospective members.

Mr. Genzlinger asked that staff develop talking points for Board members to use when speaking with members of the community.

Ms. Golay provided a news update. She noted that the News Team's coverage continues to create opportunities to engage the audience and has a significant impact on the community. Website views of news stories have increased by one million since 2025. Additionally, the organization has launched new podcasts and plans to provide a voter survey for the 2026 midterm elections this summer.

Ms. Dillon provided a membership update. She reported that membership has reached an all-time high of 16,620, representing a 24% increase over the past twelve months. Active sustainers currently account for 44% of the membership base.

Ms. Dillon also shared upcoming events that included:

- February 27 - March 15, March TV Pledge Drive
- March 11 & 12, Raise the Region
- March 21 - 27, Spring FM Pledge Drive
- April 14, News & Brews, Inn at Turkey Hill
- May 1 & 2, Public Media Giving Days
- May 3, WVIA Member Day at Knoebels
- June 4 & 5, NEPA Gives

Mr. Novotney shared the trailer for his upcoming documentary *The Secrets Beneath Hazleton*.

Ms. Sabecky provided an education update, covering Literacy & Early Learning, STEM & Critical Thinking, and Digital Empowerment. These programs encompass elementary and middle school students, as well as broader community engagement. She noted that WVIA Education serves students from childhood through adolescence, fosters trust and partnerships with schools, libraries, and families, and has the potential to cultivate lifelong members.

Ms. McCabe shared upcoming events.

- **Amerigo – The American Dream**, March 31 at the Geisinger Commonwealth School of Medicine. 5:30 reception followed by the screening and a panel discussion.
- **Paula Kerger** will be visiting the station on June 3 with an evening panel discussion that includes Anna Quindlen. More information to follow.

With no motion for an executive session or further business, Mr. Kelly asked for a motion to adjourn the meeting.

A motion was made by Mr. Genzlinger to adjourn the meeting at 11:49 AM. Mr. de los Rios seconded. With all in favor, none opposed, the motion passed.

Respectfully submitted by Mary Michaels, Secretary to the Board of Directors.