

COMMUNITY IMPACT REPORT

2021

wvia





Message from the President

Once again, a year has passed filled with new challenges and unexpected twists as we continue to navigate our COVID world. For me personally, it was my first full year leading WVIA and I am so proud of our talented team that not only met those challenges, but surpassed expectations in delivering critical educational resources, programming excellence, and community enrichment opportunities for our region. WVIA unites us, highlights the best this community has to offer, and works tirelessly to convene leaders on pressing issues to work towards solutions.

When some people think of WVIA, immediately unsurpassed radio and television programming excellence comes to mind. This is a key part of our mission, but we are also so much more. We can be so much more because our community deserves so much more. WVIA can use our powerful spotlight and broadcast reach to build a better community for all of us who call this special region home. And it is all because of you, our supporters and friends that make our work possible.

I proudly share our accomplishments and our plans for the future with you in this 2021 Community Impact Report.



HIGHLIGHTS OF 2021 INCLUDE

- *Education*: WVIA engaged over 50,000 students and teachers with Pennsylvania curriculum-aligned programs that encourage, enhance, and celebrate academic growth for all learners.
- *Keystone Edition*: Our weekly multi-platform public affairs series completed a first season exploring community issues, business, health, and the arts and launched a second season reaching a larger audience, Monday nights at 7:00 PM.
- *Mind Over Matter*: Our new monthly initiative to focus on important mental health needs and solutions, featuring stories of our neighbors navigating the mental health system, especially critical as the pandemic continues to challenge all of us.
- We hosted twenty free community event screenings and discussions of *Hemingway*, *Oliver Sacks*, *American Portrait*, *Muhammad Ali*, and more.
- WVIA TV and Radio online streams now reach more than **50,000** people each week.
- We launched the new websites wvia.org/news and chiaroscurojazz.org.

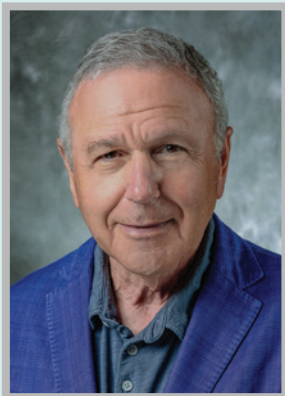
Thank you to our dedicated Board of Directors, Community Advisory Board, talented staff and to you, our family of supporters that make everything that we do possible. I am honored to lead this organization into another year of great service, together with you, our amazing community that is with us every step of the way.

Carla McCabe
WVIA President and CEO

IN MEMORIAM

WVIA honors the memory of **Dr. John E. Walsh**, whom we lost in 2021. Dr. Walsh was WVIA's second President and General Manager and helped lead our organization with a strong commitment to enhancing our educational services and expanding our radio broadcast reach. We honor his legacy and celebrate his leadership contributions as an essential building block in our station's history. ***Thank you Dr. Walsh for making WVIA better for all of us. Your memory shines bright at WVIA.***

Message from the Chair



Thank you to our impressive community of supporters that once again invested in WWIA so generously. Through the ongoing pandemic challenges with the occasional COVID curveball thrown in, WWIA continues to excel at linking our region together with inspirational, educational, and enlightening programs along with critical outreach services.

I am proud to serve as Chair of this vital resource for our 22 county community. WWIA has been a constant in my life going back decades, and it is an honor to help guide the organization forward into the future. Together with the other dedicated and talented board members, alongside Carla and her brilliant team, and with you, our family of donors and friends, we see an exciting future ahead. Thank you for being on this journey with us.

WWIA is not just television. WWIA is not just radio. WWIA is so much more than television and radio combined. WWIA is a community treasure that improves and enhances lives for all of us who call this special region home. On behalf of the entire board, please accept my gratitude for believing in WWIA's work and choosing to invest in our future.

L. Peter Frieder
Chair

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Development

Because of you, WVIA shines bright.

WVIA is a community-owned and operated public media service for our region. Our programming and services are *for* the community and our largest source of funding comes *from* the community.

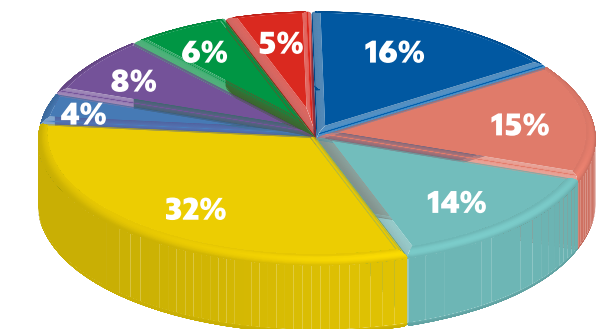
Revenue Breakdown

Every member of the WVIA family, every foundation investor, every corporation and organization that sponsors our work does so because they believe in the value we add to this community.

For over 50 years, our amazing community has supported our mission, endorsing our work with every contribution received. Each one of our successes we share with our community of supporters that make it all possible. Thank you for being on this journey with us as we gear up for more great mission-driven services in 2022.

We are proud to deliver on our promise of stimulating and inspiring television, radio, and digital programming for this community. We are committed to being excellent stewards of all our donor investments, and we work hard every day to deliver on our promise to enrich and enhance lives in our region.

FISCAL YEAR 2021
OPERATING BUDGET REVENUE SOURCES



FEDERAL FUNDS	\$1,079,945
STATE & LOCAL FUNDS	\$1,011,071
CORPORATE SUPPORT	\$960,905
INDIVIDUAL GIVING.....	\$2,116,302
EARNED INCOME	\$287,151
INVESTMENT INCOME.....	\$551,588
FOUNDATION GRANTS.....	\$391,446
IN-KIND SUPPORT	\$335,980

\$6,734,388



Pictured left to right:
Amy Zellers, Director of Corporate Support, Kirsten Smith, Director of Education, Kate Sickora, Chief Development Officer, Jen Kindler, Director of Major Gifts, and Sarah Marie Thomas, Director of Membership.

The WVIA Development Team

WVIA creates this amazing service – television, radio, educational resources, and community outreach projects. We give it away for free, to anyone and everyone. This is a key component of our founding principles. WVIA will always be free and accessible to all. We ask our audience to voluntarily open their hearts and wallets to become members. We also ask businesses to support us in exchange for

underwriting spots, and we ask foundations to invest in our work for community benefit. Our community chooses to invest in us, and we work hard to earn that ongoing trust with every project we touch.

Everything contained in this report, all achievements, successes, and lives impacted, are **because of you.**

Membership

Our membership family continues to grow with 14,873 households in our region stepping up as WVIA members.

Member benefits are our way of saying thank you and celebrating the supporters that make our work possible.

14,873
HOUSEHOLDS

WVIA Family Days

We appreciate our members, and our annual Family Days are a big way we show it. We welcomed nearly 6,000 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. Thank you to the following long-time supports for their continued partnership with WVIA.

- Elk Mountain
- Knoebels
- Montage Mountain Waterpark
- Lackawanna County Coal Mine Tour
- Anthracite Heritage Museum



Together We Give

This past year was another challenging one as the pandemic continues to affect all of us across the globe. Right here in our community, more families than ever are struggling to put food on the table. Weis Markets partnered with WVIA, local food banks, and our members on two campaigns to directly make an impact on hunger in our region. Matching the generosity of contributions made to WVIA, Weis Markets donated \$70,000 of food to local food banks to

provide more than 400,000 meals to families in need right here in our community. These unique campaigns also contributed to increased visibility and awareness about food insecurity in our region and the important resources in place to address this critical community issue. Together with Weis Markets and local food banks, our WVIA members once again showed how this community cares for each other.

Volunteers

We would not be able to achieve our mission without our team of dedicated volunteers. Whether answering phones during pledge drives, assisting with special events, or performing essential administrative tasks, WVIA Volunteer Ambassadors offer their time and talents to provide power to all of our services to the community.

While many of our in-person volunteer

opportunities have been paused due to the pandemic, we look forward to exploring the addition of virtual volunteer activities in 2022 and returning to in-person opportunities when it is safe to do so once again.

To join WVIA's Volunteer Ambassador team, please call Sarah Marie Thomas, Director of Membership, at 570-602-1162.

WVIA Clubhouse

This past year 1,200 children were enrolled in WVIA's Clubhouse, another great benefit of membership. In addition to a seasonal newsletter filled with activities and information, children received free admission to local participating businesses with a paid adult. Thank you to our partners below who helped make this program possible. Keep an eye on WVIA.org for exciting new enhancements to the WVIA Clubhouse in 2022.

- Bee's Backyard
- The Berwick Theater and Center for Community Arts
- Bloomsburg Children's Museum
- Community Arts Center
- Everhart Museum
- Electric City Aquarium & Reptile Den
- Lake Tobias Wildlife Park

- Peter J. McGovern World of Little League
- Northeastern Pennsylvania Philharmonic
- Pioneer Tunnel Coal Mine & Steam Train
- Joseph Priestley House
- Clyde Peeling's Reptiland
- Sky Zone Trampoline Park
- T&D's Cats of the World
- Electric City Trolley Station and Museum



Education

Education has always been at the heart of what we do, and 2021 was an exceptional year for the critical WVIA educational services for our region.

The WVIA Education Team worked closely with the Pennsylvania Department of Education (PDE), Intermediate Units, and school districts to provide supplemental resources and enhanced educational programs to students, parents, teachers, and community partners to serve the evolving educational needs and digital pivots necessary with the ongoing pandemic. From **Scholastic Scrimmage** to **Artist of the Week**, from **Your Learning Neighborhood** to **Teacher Professional Development Workshops**, WVIA is committed to enriching the lives of students, educators, and families in our region.

WVIA's Educational Resources

For more information about how you, your student, or your school district can tap into **WVIA's Educational Resources**, contact Kirsten Smith, Director of Education at 570-602-1121.

PBS Kids in the Classroom

Curriculum: Animal Habitats (STEM);

SEL; Counting and Sorting

Sessions: 82

Children Involved: 1,646

Books Distributed: 1,700

Counties: Lackawanna, Luzerne, Lycoming, Columbia, Northumberland, Union, Snyder, Susquehanna, Wayne, and Wyoming

Teachers Involved: over 75

Professional Development Workshops

Leveraging PBS Learning Media in the

Classroom: 10 sessions

Speaking Grief: 1 session

Educating Teachers on the Benefits of Using

PBS Resources in the Classrooms: 3 sessions

Artist of the Week

Enhanced Scholar Program Schools

60 students were featured in the digital program and shared on social media platforms

PBS/PDE Collaboration

Your Learning Neighborhood Common

Carriage programming daily, plus coordinated resources for students in grades PreK-4th grade

Poetry Out Loud

11 students participated in the program - **Arts in Education NEPA** (aieNEPA), NEIU

Aired in April during National Poetry Month

Scholastic Scrimmage

35 Schools participated

3 winners: Delaware Valley (1st place);

Lewisburg (2nd); Wilkes-Barre (3rd)



“Working with the Learning At Home resources and WVIA Education allowed students and parents that didn't have access to the internet an option to learn through programming. The listings given ahead of time made it easy to set up lessons for teachers and caregivers that were educating students at home.

- STEPHANIE WILLIAMS, NEIU 19

As part of the **Connectivity to Learning** initiative, WVIA provided 5 hours of daily (Monday through Friday) standards-aligned, educational, broadcast programming for grades Pre-K-12. This critical programming also included weekly corresponding activity sheets for Pre-K and elementary-age learners in both English and Spanish.

To support educators and learners across our **22 county** region, WVIA provided:

1,370

HOURS OF
TV CONTENT
INCLUDING...



412

HOURS OF SEL
CONTENT



578

HOURS OF STEM
CONTENT



380

HOURS OF
SOCIAL STUDIES/
ARTS CONTENT

AND INCLUDES ON AVERAGE:

2 hours a day of Pre-K-3rd grade content

1 hour a day of 4th-8th grade content

2 hours a day of 9th-12th grade content

WVIA provided professional development workshops (both in-person and virtual) for our region's educators: **Learning to Speak Grief** (trauma-informed care and social-emotional learning-based content) and **Leveraging PBS Learning Media in the Classroom**.

The **Speaking Grief** professional development workshops were attended by **75** teachers in **18** counties and were accessed over **1,145** times on our webpage.

The **Leveraging PBS Learning Media in the Classroom** professional development workshops were brought to hundreds of teachers in our 22 county region, including teachers in training at Keystone College, the NEIU, BLaSTIU, LIU, and CSIU, as well as presented at the Pennsylvania Educational Technology Conference and Expo.

All WVIA workshops are also available online so teachers seeking growth opportunities can continue to tap into these educational offerings.

Our **PBS Learning Media** content available on **wvia.org** has over **250,000 views** as more and more educators turn to WVIA for needed and trusted educational resources.

WVIA Enhanced Scholar Program Districts

The following school districts participate in our **WVIA Enhanced Scholar Program** - a robust supplemental education program that enhances curriculum opportunities in schools. WVIA celebrates learning, creates opportunities for students to shine, and empowers teachers to be their very best as they educate our region's future generations.

- Abington Heights
- Benton
- Berwick
- Blue Ridge
- Carbondale Area
- Crestwood
- Dallas
- Delaware Valley
- Dunmore
- East Lycoming
- Elk Lake
- Forest City Regional
- Greater Nanticoke Area
- Hanover Area
- Hazleton Area
- Lake-Lehman
- Lakeland
- Lewisburg
- Loyalsock Twp
- Marian Catholic
- Mid Valley
- Mifflinburg Area
- Millville
- Milton
- Montgomery
- Montrose Area
- Mount Carmel Area
- Mountain View
- Old Forge
- Pittston Area
- Riverside
- Scranton
- Selinsgrove
- Southern Columbia
- Susquehanna Community
- Tunkhannock Area
- Valley View
- Wallenpaupack Area
- Wayne Highlands
- Weatherly
- Western Wayne
- Wilkes-Barre Area
- Wyoming Area
- Wyoming Valley West

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.

With funding from Geisinger, WVIA launched **Mind Over Matter** in July 2021, a multi-year mental health initiative to combat the stigma and increase awareness, prevention, treatment, and management of a range of mental illnesses. Like WVIA's successful **Battling Opioids** series, this public health initiative aims to improve the mental and physical health of our communities through a multi-platform approach that includes TV, radio, and digital content.

In the fall of 2021, WVIA created and showcased multi-platform content that culminated in the premiere of *Mind Over Matter: Mental Health in the Age of COVID-19*. In this hour-long special, moderator Tracey Matisak and a panel of regional experts discussed stigma,



senior isolation, telemedicine, and how families are managing through the latest coronavirus surge. The program presented personal stories from those who are coping with mental health challenges and provided information on where to get help.



Throughout the initiative, WVIA will shine our powerful spotlight to help combat the stigma of mental health and aim to increase the awareness, prevention, and treatment of mental health issues in our region.

Keystone Edition

Facilitating a conversation that goes beyond the headlines, **Keystone Edition** serves the people of Northeastern and Central Pennsylvania by identifying the region's most pressing needs through constructive journalism. To achieve



this goal, WVIA worked with more than **80 community partners** to present more than **30 conversations** with live viewer questions that highlighted the critical stories in our region. Through the four Keystone Editions of **Reports, Business, Arts, and Health**, WVIA featured topics, including the Pennsylvania university reorganization plan, the housing market, trauma-informed care, the great resignation, Native American arts and culture, manufacturing in NEPA, food insecurity, and so much more.

These conversations offer thoughtful insights from area experts through a fresh perspective with thorough attention to detail and authenticity that viewers expect from public media. And we're just getting started.



Television

As with each year, WVIA was proud to provide award-winning educational programs to our audience on our main channel, as well as our PBS Kids 24/7 channel. We also provided our audiences in Northeastern and Central Pennsylvania with favorite PBS shows, including **Masterpiece** highlights such as **All Creatures Great and Small**, **Atlantic Crossing**, **Grantchester**, and **Baptiste**. The acclaimed series **Midsomer Murders** premiered on WVIA. **Frontline** showcased **China's COVID Secrets** and **American Insurrection**.

Ken Burns profiled cultural icons in **Hemingway** and **Muhammad Ali**. Lifelong learning drives **Nature**, **NOVA**, **PBS Newshour**, **American Experience**, **Great Performances**, **Finding Your Roots**, and many other exceptional programs.

WVIA television continued being the premier storyteller in our region providing 315 hours of locally produced content, including the medical information program **Call the Doctor**, the Bloomsburg University special **Conversations**

for the Common Good - Witness to 9/11, another season of **Scholastic Scrimmage**, **Poetry Out Loud**, **VIA Short Takes**, **The Swingin' Jazz Nutcracker Suite**, **Be My Neighbor Day: Look for the Helpers**, and **Battling Opioids Part 7 & 8**.

In April WVIA celebrated **JAM** (Jazz Appreciation Month), with a multitude of specials airing across multiple platforms celebrating America's greatest art form. Specials included a 20th anniversary rebroadcast of the ten-episode Ken Burns' **JAZZ** film series, **Bird: Not Out of Nowhere**, **Remembering the Scranton Sirens**, the **Chiaroscuro Jazz Conservancy Sessions**, among others.

The fall featured the premiere of the WVIA original documentary film **A Call to CARE**, which explores how the legacy of a second chance is being applied in the 21st century through a unique endeavor by criminal justice professionals. The Court-Assisted Re-Entry Program helps paroled individuals to avoid a devastating relapse into criminal behavior.



Radio

2021 was an important year for staying in touch with national news developments, from the events at the Capitol on January 6th, through the apparent waning and resurgence of the COVID-19 pandemic, the drama surrounding masks and vaccines, workforce and supply chain issues, infrastructure and inflation, and historically devastating tornadoes. NPR's **Morning Edition** and **All Things Considered** and hourly newscasts provide in-depth, trustworthy information, supplemented by WVIA's local programming.

ArtScene. Erika Funke highlighted regional arts and culture in 250 interviews this year, including Teri Gross, TV and film art director Stephen Hendrickson, Russian pianist and Tchaikovsky competition winner Daniil Trifonov, and special guests for Black History Month, Women's History Month, Hispanic Heritage Month, and North American Heritage Month.

Jazz. Hosts George Graham and Sascha Feinstein presented a variety of types of jazz, and WVIA aired 10 hours of the COTA Festival in Delaware Water Gap, PA, along with the WVIA holiday recording of **The Swingin' Jazz Nutcracker Suite**.

WVIA's **Chiaroscuro Jazz** label released a previously unissued recording by Paul Bacon, and CD issues of out-of-print vinyl titles by Gil Goldstein, and the duo of Kenny Davern & Flip Phillips. And Chiaroscuro pianist Bill Charlap provided commentary for a special broadcast **Magic at the Vanguard-The Bill Evans Trio in performance, 1961**.

Classical. WVIA has been a respected source of classical music on the radio for almost five decades. We celebrate the diverse communities in our region with special programming for Black History Month, Women's History Month, Jazz Appreciation Month, Hispanic Heritage Month, Memorial and Veteran's Day, and the 4th of July.

Black History Month specials included **Paul Freeman: Perchance to Dream**, **WITNESS: BLACK HISTORY MONTH**, **Lift Every Voice: A Musical Story from Sorrow to Justice**, **The Price of Admission: A Musical Biography of Florence Beatrice Price**.

Women's History Month specials include **A More Perfect Union: A Musical Tribute to Ruth Bader Ginsburg**, **American Women Composers**, **The Claremont Trio Play Works by Women**.

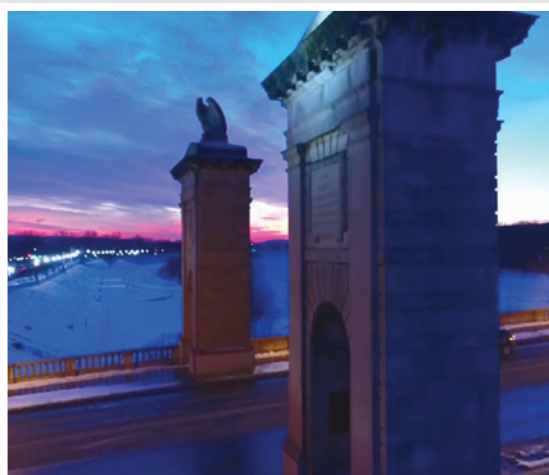
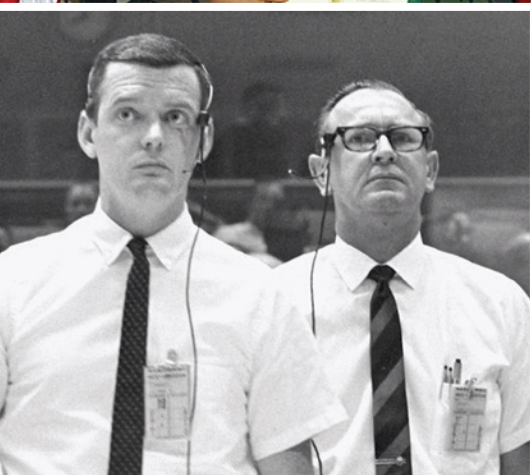
We commemorated the 20th anniversary of the 9/11 attacks with a musical special **In Memoriam**, and a radio documentary **Blindspot: The Road to 9/11**.

WVIA hosts are active in community events: serving as judge for the CASA (Court Appointed Special Advocates) vocal competition, panelist for the Lackawanna Historical Society game show, You Live Here, You Should Know This, King's College commencement announcer, emcee for Wildflower Music Festival concerts, the COTA jazz festival, and more.





Digital



2021 continued WVIA's expansion in the digital space. While 2020 featured a relaunch of wvia.org, 2021 saw the launch of a dedicated news website that will serve as the premier destination for the latest stories from around the globe and within our region: wvia.org/news. The three WVIA television stations and three WVIA radio stations are now all streaming live on wvia.org and on the WVIA App. WVIA television and radio on-demand streaming programs reach more than **50,000 people** every single week. WVIA is now available to watch on more OTT streaming platforms than ever before, adding YouTube TV and DirecTV Stream watching options. WVIA was able to launch a brand-new rich and robust website for our jazz record label, Chiaroscuro Records, complete with catalog listings, news, the **Chiaroscuro Podcast** and so much more.

When it comes to digital-first local content, WVIA produced another season of the award-winning **VIA Short Takes**, telling the stories of unique individuals and places that make this region our own. WVIA also featured **five short documentaries** tying into the **PBS American Portrait** initiative, giving us a glimpse into the lives of people across the country and helping their stories be heard.

Community Engagement

In the months the pandemic seemed to be waning, WVIA seized the opportunity to resume some popular community engagement events. Ken Burns' documentary **Hemingway** provided the occasion for eight special events, including film screenings and discussions with the Wyoming County Reads organization and Hemingway birthday parties at libraries and other venues, complete with book giveaways. The film **Oliver Sacks: His Own Life** prompted a partnership with Geisinger and The Wright Center to feature area physicians commenting on the renowned neurologist's legacy. WVIA produced five short videos showcasing area residents from diverse backgrounds expressing their views for the **PBS American Portrait** project, celebrating these special guests at

two screenings.

Along with previews for Ken Burns' next documentary, **Muhammad Ali**, WVIA hosted four Community Conversations based on Ali's "Red Bike Moment," a turning point when he discovered his passion and purpose in life. Special thanks to the kids and coaches of Rocky Boxing of Berwick for their participation. And when the Dietrich Theater presented the emotional **Joe Bell** in its fall film festival, WVIA distributed literature at six screenings connecting the audience to our new behavioral health programming initiative, **Mind Over Matter**. Near the end of the year, we began a series of "listening events" throughout the region to gather community suggestions for the new WVIA journalism initiative.

Venues and Partners

- Dietrich Theater, Tunkhannock
- Campus Theatre, Lewisburg
- Pocono Cinema and Cultural Center, East Stroudsburg
- Berwick Theater and Center for Community Arts, Berwick
- Union County Library System
- Eastern Monroe Public Library
- Scranton Public Library
- Osterhout Free Library
- McBride Memorial Library
- Hazleton One Community Center
- Bloomsburg University
- The CommUnity Zone, Lewisburg
- Wyoming County Reads
- Geisinger
- The Wright Center
- Rocky Boxing, Berwick



Coming Attractions

“I’m so excited to be working among the respected professionals here at WVIA. I was hired last fall to build a small team of journalists. As we assemble our team, our newsroom, and launch wvia.org/news, we are enthusiastic for what is ahead. Soon, we’ll start delivering thoughtful, quality local journalism to the station’s listeners and viewers.

- JULIE SIDONI, WVIA NEWS DIRECTOR

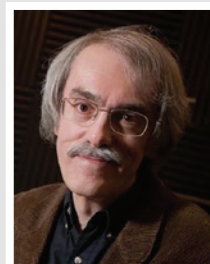
2021 was the 50th anniversary year for the iconic PBS series **Masterpiece**, celebrated with a new production of **All Creatures Great and Small**, now in its second season delighting viewers. This March, we look forward to the second season of **Sanditon**, and there’s a new production of **Tom Jones** in the works sometime in the future. April brings the premiere of the Ken Burns documentary **Benjamin Franklin**, and WVIA will have some special stories to tell about that. June marks the 50th anniversary of Agnes, at the time the costliest hurricane to hit the United States. Our region was at the epicenter, so watch for WVIA’s original documentary film **Agnes 50: Life After the Flood**, which will premiere on the anniversary of Hurricane Agnes on June 23rd. That night, WVIA TV will host a night of programming featured on the topic, kicking off with a live panel discussion with distinguished experts.

In the months ahead **Keystone Edition** will look into prospects for rail service to New York City, check on progress in the consolidation of several state universities, revisit the golden days of filmmaking in our region, share success stories of regional businesses, and dig into vaccine facts and myths. **Mind Over Matter** will tackle teen depression and anxiety, PTSD among veterans and civilians, suicide prevention, substance use, and other important behavioral health issues. The long-running **Call the Doctor** will return as

the area’s premier health information series with an all-new look and host. And we’ll begin a new multi-platform initiative connecting education with our regional economy, focusing on workforce development for jobs of the future, **Careers That Work**.

It’s alarming to realize we’re living in an age of declining journalism. Many local newspapers have closed operations, and the Pew Research Center reports that employment in newspaper newsrooms plunged 57% from 2009 to 2020. Our region deserves better, so **because of you**, WVIA is making a significant investment in the multi-platform WVIA journalism initiative. Soon you’ll notice expanded coverage in **Morning Edition** and **All Things Considered** on WVIA FM and a new website, wvia.org/news with occasional reports in WVIA TV programs.

Fifty years ago this summer, **George Graham** joined WVIA to prepare for the launch of a new public radio station, WVIA Radio. This summer we will celebrate George’s 50th anniversary as a WVIA employee. In April 2023 we will celebrate WVIA Radio’s golden anniversary as well. As we reach these significant milestones, we sincerely thank you for supporting our work to connect and nurture the community we share.



WVIA is proud to recognize the members of the WVIA Insider Society. Our list of supporters continues to grow confirming the value that WVIA provides to the community. Insider Society members give beyond just their personal enjoyment of our programs. They give so others can benefit from our programming and services. They give because they believe WVIA is a vital regional treasure, and they want it to thrive for years to come.

Visionary \$25,000 and above

Clayton and Theresa Karambelas
Anonymous

Innovator \$10,000-\$24,999

Anonymous
Scott and Susan Meuser
Anonymous
In memory of Michael Warehime

Ambassador \$5,000-\$9,999

In memory of The Honorable, A.
Richard Caputo
Laura and Peter Frieder
Rob and Margi Kelly
Anonymous

Benefactor \$2,500-\$4,999

Anonymous
Drs. Dan and Sidnie Crawford
Dwell Real Estate
Dennis Cheng and Tierney Lyons
Anonymous
Leona Martin
Joan and Fred Miller
Doug and Ursula Myers
Anna Quindlen
The Ross Family Foundation
Anonymous
Anonymous
The Tabatabaie Family
Anonymous

Patron \$1,000-\$2,499

Anonymous (51)
Heather and Warren Acker
Beth and James Baker
Bender Family Foundation
Grateful Residents of Columbia
County
Barbara Batcheler
Susan and Dorrance Belin
Nancy Kiesendahl Bloch
Dick and Barbara Briden
Kelly A. Brown
Ryan and Melanie Carpenetti
John Carpenter and Robert
Hughes
Kelly and Jonathan Comitz
Josephine M. Dunn, Ph.D
Nancy Flores Migenes
A family from Roaring Brook
Township
Dr. Carl S. Frankel
Alex and Ruth Fried
Marilyn J. Gamble
Tullika Garg and John Belanger
Jeanne and Grant Genzlinger
Seth Gollhardt
Teri MacBride and Stephen
Guattery
Tom and Judy Hall
Hawk Family Foundation
William and Wendy Hudon
In memory of Balbina A. Kashatus
Connie Kishbaugh
Peter and Mary Lee Kreuter

Marsha and Jay Lemons
Stephen Lindenmuth
Drs. John and Maggie Mariotti
Patrick and Trisha Marty
Cathy and John Mascelli
Carla McCabe
Louise M. McCormick
Bill McDowell
Clifford and Ruth Melberger
Holly and Gene Morrison
Patricia Niering
Fr. James Chuta and Mat. Nancy
Pashchuk
Mr. and Mrs. Patrick Passo
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John F. Pullo, Sr. and Chartwell
Strategies, LLC
Anna Quindlen
Mary B. Rhodes
Nancy and Jose de los Rios
Richard Robey
Kate Sickora
Mary L. Sieminski and Richard
Page Allen
Edward Smith
Don Stanziano and Michael Sikich
Carolyn and Elliott Strickland
John S. Thalenfeld
Martin and Cynthia Walzer
H. W. (Skip) and Linda Wieder
Bing and Joyce Wong
Tom and June Zimmerman
James A. Zola and Amanda R.
Manning

“WVIA has been our constant companion for years. We appreciate the uninterrupted rigorous reporting and the meaningful discourse and updates on the important and diverse daily issues. We’re big fans. We’re grateful. WVIA enriches our lives and we are proud to be supporters at this level.

- FRED AND JOAN MILLER

This list was last updated on December 31, 2021. If you would like to see your name on the WVIA Insider Society list, please contact Jen Kindler, Director of Major Gifts at 570-602-1128.

Sponsorship Partners

The following list of companies and organizations support WVIA financially in exchange for sponsorship messaging on Radio, TV, and WVIA digital platforms. Their investments in WVIA are an important revenue source for our annual programming and services budget. We encourage your patronage, attendance, and participation with these organizations to support our WVIA partners.

- Agora Cyber Charter School

Allied Services

Amato Properties

Audacy Media

Baby to Be 3D

The Bach Choir of Bethlehem

Ballet Theatre of Scranton

Benco Dental

Benton Rodeo

Berlew's Hoagies

Berwick Historical Society

Blaise Alexander Dealerships

Bloomsburg Children's Museum

Bloomsburg Theatre Ensemble

Bold Gold Media

Central PA Food Bank

Central Susquehanna Community Foundation

Chevrolet of Bloomsburg

Churnetski Transportation

Comfort Keepers

Commonwealth of Pennsylvania

Community Arts Center

Corning Museum of Glass

Cross Valley Federal Credit Union

Custom Container Solutions

Dr. Loren Grossman

Dr. Nancy Willis Children's Dentistry

Early Owego Antiques Center

East Stroudsburg University

Endless Mountains Music Festival

Evangelical Community Hospital

Everything Natural

Fine Arts Fiesta

F.M. Kirby Center

FNCB Bank

Forest & Field

Forks Farm

Fulkerson Winery

Geisinger System Services

Gem 104

Google, Inc.
- Greater Scranton Chamber of Commerce

Greater Wyoming Valley Chamber of Commerce

GRMS Associates

Guthrie

Happenings Magazine

Harmony in the Woods

iHeart Media

Jack Wise Interiors

Junior Achievement of NEPA

King's College

Lackawanna and Luzerne County Medical Societies

Lackawanna County Area Agency on Aging

Lackawanna County Department of Arts and Culture

Lake Tobias Wildlife Park

League of Women Voters of Lewisburg

Lehigh Valley Health Network

Luzerne County Community College

Luzerne County Visitors Bureau

M&T Bank

Maiolatesi Wine Cellars

Millville Mutual Insurance Company

Milton Hershey School

MMI Preparatory School

Mohegan Sun Pocono

Monroe County Public Libraries

Nivert Metal

Olde Engine Works

O'Malley Law Offices, LLC

One Point

Otto Bookstore

PAK Pediatrics

Pediatric Dental Specialists

Pediatrics of NEPA

Pennsylvania College of Technology

Peter Herdic House

Pink Arrow Arts
- PNC Bank

Pocono Arts Council

Pocono Record

Price Chopper

PSI Pizza, Inc.

Samek Art Museum

Sanofi

Santander Bank

Scranton Area Community Foundation

Settler's Hospitality Group

Shane Hart, Charles Schwab Financial Consultant

Smiles 4 Keeps

Space Time Mead & Cider Works

Stadler Center for Poetry

Susquehanna Valley CASA

The Dietrich Theater

The Dime Bank

The Institute

The Pines Senior Living

Theater at North

UNICO of Scranton

Unitarian Universalist Fellowship of the Poconos

United Methodist Homes

University of Scranton

Van Gorders Furniture

Visiting Nurses Association

Wayne Memorial Hospital

Weis Center for the Performing Arts

Weis Markets

Wild for Salmon

Wildflower Music Festival

Wilkes University

Williamsport Symphony Orchestra

Woodloch Resort

Wyoming Seminary College Preparatory School

Wyoming Valley Montessori

Zoellner Arts Center at Lehigh University

“Support for WVIA was one of the easiest choices for our business sponsorship. I have grown up listening and watching their programming for 40+ years. WVIA’s contribution to the community is unique and valuable and we are proud to associate our business with WVIA through our sponsorship support.

- DAN SCHREFFLER, SPACE TIME MEAD AND CIDER WORKS

This list was last updated on December 21, 2021. For more information about how your organization can join this list, contact Amy Zellers, Director of Corporate Development at 570-602-1161.

Foundation and Grant Funders

We proudly list our foundation and grant partners that empower our work in the community.

- Arconic Foundation

Bank of America

Commonwealth Charitable Management and the Community Foundation of the Endless Mountains

Community Giving Foundation

Fidelity Bank

First Community Foundation Partnership

FNCB

Fred Rogers Company

Hawk Family Foundation

Lackawanna County Council of the Arts

Lackawanna Heritage Valley

Moses Taylor Foundation

NEIU 19

Overlook Estate Foundation
- P&G

PBS

Pennsylvania Department of Community and Economic Development

Pennsylvania Department of Education

People's Security

PNC Foundation

PPL Foundation

Reidler Foundation

Robert Spitz Foundation

Scranton Area Community Foundation

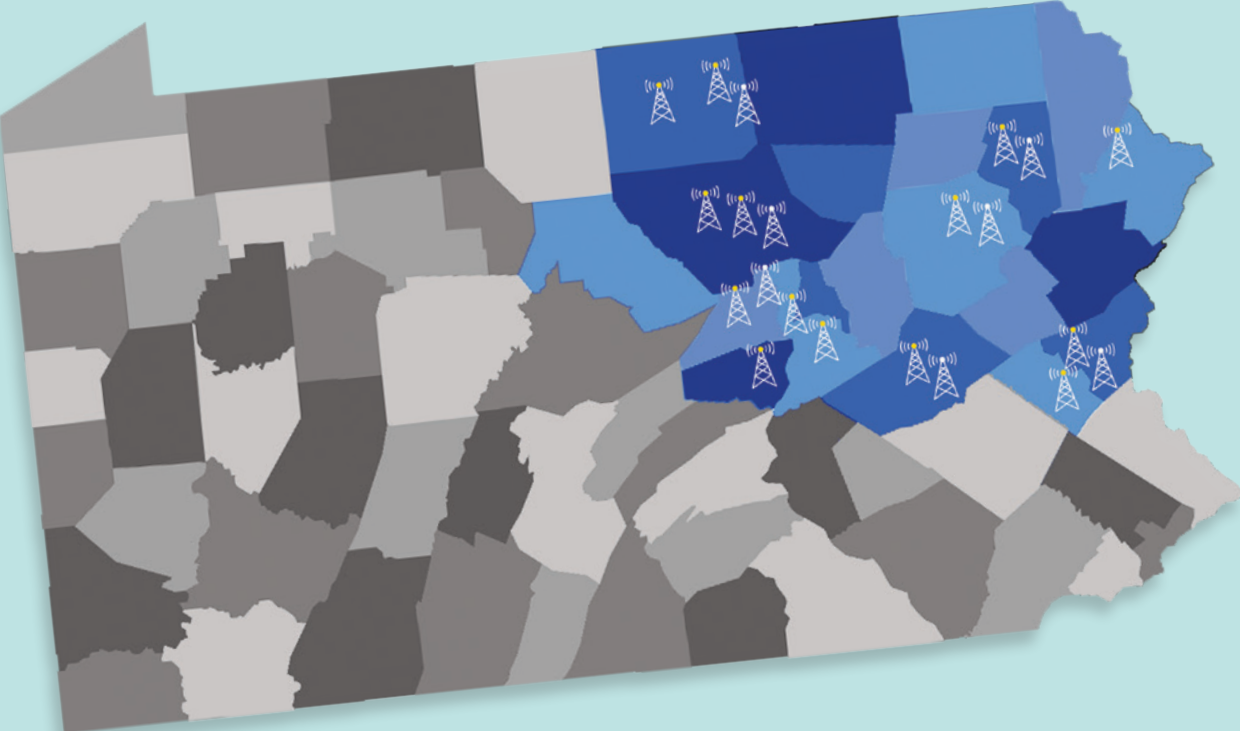
WETA

WGBH

WNET



WVIA TV and Radio Reach



Television

Potential Audience: Broadcast - **2 million**
Potential Audience: Live Streaming - **1 million**
Total Potential Audience: **3 million**
1,250,000 Households

OUR TRANSLATORS

WVIA-TV Channel 44
WVIA-RF Channel 21

MICROWAVE TRANSMITTERS

KP2154-WGVL713 /
KV530-K016160
WVIA-TV 21 Scranton
WVIA-TV 18 Waymart
WVIA-TV 17 Williamsport
W20EI-D 20 Towanda
W20CP-D 20 Mansfield
W29EU-D 29 Clarks Summit
W07DC-D Allentown
W26CV-D Mansfield
W288BP-D Pottsville
W110CP-D Towanda
W15CO-D Towanda
WNEP-TV Waymart
W20AD-D Williamsport



Radio

Potential Audience: **1.2 million**
486,000 Households

OUR TRANSMITTERS

Northeastern PA: WVIA 89.9 FM
Mainesburg: WTIO 88.3 FM
Palmyra Township/Hawley/
Lake Wallenpaupack region: WPAU 91.5 FM
Williamsport: WVYA 89.7 FM
Lewisburg: WVBU 90.5 FM

OUR TRANSLATORS

Allentown 99.3 FM
Bethlehem 105.7 FM
Clarks Summit 90.3 FM
Williamsport (southern area) 89.3 FM
Pottsville 94.9 FM
Selinsgrove 95.7 FM
Stroudsburg/East Stroudsburg 94.3 FM
Sunbury 105.7 FM
Wellsboro 103.5 FM
Lewisburg 100.1 FM



WVIA Mission

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



Ways to Watch:

WVIA TV
[Channel 44.1]

WVIA PBS Kids 24/7
[Channel 44.2]

WVIA Create
[Channel 44.3]



Ways to Listen:

WVIA Radio [89.9]

WVIA HD2 [89.9 HD2]

Chiaroscuro Channel
[89.9 HD3]

Watch and listen anytime, stream online at **wvia.org** and on the **WVIA App**.



To Contribute:

WVIA.ORG/SUPPORT

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The official registration and financial information of Northeastern Pennsylvania Educational Television Association may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

Northeastern Pennsylvania Educational Television Association does business as WVIA.



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