



PBS



## 2021 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



*"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  
Owner, Space Time Mead & Cider Works

**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 585,050 households per the Nielsen 2021 TV Household DMA Ranking Report.



"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. WVIA enriches our lives and we are proud to be supporters at this level."

-Inside Society Members, Fred & Joan Miller

In 2021 WVIA aired 316 hours of local programming content. Programming highlights include our premier public affairs series, "Keystone Edition" which focused on local and regional issues including, Older Adult Isolation, Food Insecurity and Child Abuse. The goal of this series is to connect viewers with resources and promote collaboration amongst regional non-profits. In addition, WVIA and Geisinger presented a new 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 will include TV, radio and digital content.

In 2021 WVIA reached approximately 2,028,990 residents with our television coverage and has partnerships with many area foundations such as the Scranton Area Foundation, Reidler Foundation, The Moses Taylor Foundation, Central Susquehanna Community Foundation, Overlook Estate Foundation and PNC Foundation.



## **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. WVIA 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.

### **WVIA Ski Day at Elk Mountain (January 2021)**

WVIA hosted a Winter 2021 Family Day at Elk Mountain in Uniondale, PA on Tuesday, January 19, 2021. WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA Underwriters received free Lift Tickets.

### **WVIA Family Day at Knoebels Amusement Resort (May 2021)**

WVIA hosted a Spring Family Day at Knoebels on Sunday, May 2, 2021. WVIA Members and Underwriters received free Ride all Day with Coasters Wristband Admissions.

### **WVIA Family Day at Montage Mountain Waterpark (June 2021)**

WVIA hosted a Summer Family Day at Montage Mountain Waterpark on Wednesday, June 23, 2021. WVIA Members and Underwriters received free admission to the waterpark.

### **Lackawanna County Coal Mine & Anthracite Heritage Museum (November 2021)**

WVIA hosted Fall Family Day at Lackawanna County Coal Mine and Anthracite Heritage Museum on Saturday November 6<sup>th</sup> and Sunday November 7<sup>th</sup>, as well as Saturday, November 13<sup>th</sup> and Sunday, November 14<sup>th</sup>. WVIA Members and Underwriters received free admission to both the coal mine tour and the museum.

## **EDUCATIONAL INITIATIVES**

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

"The WVIA PBS Kids in the Classroom program was a fabulous overall experience for my classroom! It was a wonderful opportunity that provided educational value for all students"

- PreK Teacher Breana Kratzer, Summit Early Learning Center

## Storytime with WVIA

<https://www.wvia.org/education/nightly-storytime/>



In an effort to inspire and encourage reading at home, as well as connecting with our viewers, WVIA launched *Nightly Storytime with WVIA*. Each night, members of the WVIA Education department and other staff members will read to our youngest viewers and their families using books received in a recent grant from the [United Way](#) and [First Book](#). It is our hope to connect, educate, and entertain you as we all work through this uncertain time.

## Learning at Home:

<https://www.wvia.org/education/learn-at-home/>



Throughout 2021 WVIA presented Learning at Home from 7am-12pm, Monday through Friday, for PBS KIDS programs like Wild Kratts, Molly of Denali, and Donkey Hodie for children from Pre-K through 3rd grade. The weekly activity guides connect the programs to Pennsylvania education standards and include lessons for STEM (Science, Technology, Engineering, and Math), the Arts, and more!

Every week, you can count on WVIA to provide instructional programming for your learner. These schedules are organized by appropriate grades and color-coded by subject matter. Click the links underneath each program to access free supplemental material to extend the learning.

## PBS Kids in the Classroom:

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



Longtime running program that features a WVIA educator visiting area Elementary School classrooms. Students partake in a themed lesson, activity, PBS character meet and greet, and are given a free book to take home. In the 2020-2021 school year, WVIA Education held 82 virtual sessions and reached well over 1,646 students. Students will receive their free books and complete an activity led virtually by a WVIA Educator. Students then skype with a favored PBS Kids Character.

## WVIA Enhanced Scholar Program:

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



As part of our mission, WVIA celebrates students who strive to excel in academics and the arts. That is why we established WVIA's Enhanced Scholar Program. We have forty districts in our program, serving approximately 90,000 students under the care of more than 5,000 teachers.

## Artist of the Week:

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



Artist of the Week showcased area high school students and their work in Art, Dance, Singing, Theatre, and Music. Student artists are featured every week on the Artist of the Week page at wvia.org, on all of WVIA's social media handles, and in a television promotional campaign directing the audience to the website. We've featured over 60 students from area school districts in 2021.

## Scholastic Scrimmage:

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



A quiz bowl game show that features area High School teams competing for a cash prize. Over 35 school districts from the NEIU, CSIU, and LIU participated in 2021's competition. 34 competitions aired on WVIA-TV leading to Wilkes-Barre Area High School taking 3rd place, Lewisburg High School taking 2nd place, and Delaware Valley High School winning 1st place overall!

### **Young Writers Contest:**

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



Elementary students have the chance to write and illustrate their own stories. Winning stories are featured on the Young Writers page at [wvia.org](http://wvia.org) and the first-place winners have their story animated and narrated by WVIA Radio Host, Lisa Mazzarella. This year, with hundreds of entries nationwide, kids from Hazleton, Dallas, Pottsville, Broomhall, Jermyn, South Abington, and Lewisburg placed in the competition overall.

### **Poetry Out Loud:**

<https://www.pbs.org/video/2021-poetry-out-loud-regional-competition-oeahk/>



WVIA partnered with NEIU #19 to host the regional competition for Poetry Out Loud in December, 2020 and broadcast the show (TV and radio) in April, 2021 for National Poetry Month. This competition showcases high school students reciting poetry from memory, with the winner advancing to statewide competition.

### **Great Teachers Essay Contest:**

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





High School Senior Students can write an essay about a teacher whom they believe is a great teacher. The winning student essays are transformed into a mini-documentary that is featured on wvia.org and the students receive \$500 scholarships for their future education. The winning essays for the 2020-2021 season feature students and teachers from Wallenpaupack High School, Susquehanna Area High School, and Lake Lehman High School.

**Conversations in Science:**

<https://www.wvia.org/education/conversations-in-science/>



In partnership with Sanofi, WVIA asked area middle schools to create a 3-minute feature about a science topic. Students were asked to brainstorm, research, and film their own features which were then posted on the Conversations in Science page at wvia.org. With the school year being cut short due to COVID, this feature remains ongoing. The WVIA Education Department is currently still recruiting schools.

WVIA has once again been granted status as an **Educational Improvement Organization with the Pennsylvania Department of Economic Opportunity**. This status allows VIA to accept EITC donations from Pennsylvania businesses to be used toward select pieces of our Enhanced Scholar Program.

## **TELEVISION PROGRAMMING INITIATIVES**

**Call the Doctor:**

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



WVIA's bi-monthly medical program, *Call the Doctor* now in its 33rd season, discussed various topics including Pediatric Care, Mental Health, Autism and Domestic Violence. Our 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 which premiered in January 2019. It made its television series debut in 2020. In 2021, there were 20 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 two 30-minute VIA Short Take television programs released in 2021.

### **Battling Opioids:**

<https://battlingopioids.org/>



### **Battling Opioids: A Project of Pennsylvania PBS, Part 8**

Premiere Date: 4/29/2021

Pennsylvania saw an increase in overdose deaths in 2020 — up from 4,458 in 2019 to 4,880.

WVIA was the lead producing station for the Pennsylvania PBS television series Battling Opioids. Part Eight took a retrospective look at season 3. Personal stories from veterans, the underserved, and people in recovery who were affected by the pandemic were presented.

In addition, a panel discussion with regional experts provided information and resources where to get help.

Pennsylvania PBS stations WHYY (Philadelphia), WITF (Harrisburg), WLVT/PBS39 (Greater Lehigh Valley), WPSU (State College), WQED(Pittsburgh), WQLN (Northwestern Pennsylvania), and WVIA (Northeastern Pennsylvania) are collaborating to produce educational programming that focuses on the opioid crisis and its impact.

## 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 new 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 will inspire audiences to engage in conversations that highlight critical stories in our region. WVIA's Larry Vojtko and Erika Funke, as well as Kris Jones (Entrepreneur/Author) 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, organized labor, climate change, arts and culture, all with a goal of improving the quality of life in our region.

Below is a list of television programs created for unserved and the underserved audiences in the WVIA coverage area.

## Keystone Edition: Black History Month

Premiere Date: 2/18/21

Keystone Edition Arts explored the past and present of some of the Black artists in our region and their work in literature, sculpture, and dance.



**Keystone Edition Health: Putting Food on the Table: Food Insecurity**

Premiere Date: 3/25/2021

Do you know where your next meal will come from? Will you be able to afford a nutritious meal for yourself and your family? In the year 2017 alone, 1.5 million Pennsylvanians lacked access to affordable food and were at risk of going hungry. In Northeastern PA, multiple organizations are working every day to lower that number and keep their communities well-fed, even in areas known as food deserts.

**Keystone Edition Arts: The Veteran's Experience and the Expressive Arts**

Premiere Date: 5/20/21

Keystone Edition Arts talked with artists who are veterans and who work with other veterans using visual arts, film, and literature to explore the creativity of veterans.

**Keystone Edition Arts: Hispanic Heritage Month**

Premiere Date: 10/18/21

Hispanic Heritage Month is celebrated nationally from September 15 through October 15. It is a time to recognize the contributions from, and cultures of, Hispanic and Latin American countries. Keystone Edition Arts introduced you to some of the Hispanic artists that now call northeast and central Pennsylvania home, and learn how they share their heritage in a variety of art forms.

**Keystone Edition Reports: The Changing Face of NEPA**

Premiere Date: 11/1/21

In the not-to-distant past, first-generation Italians and Irish started calling Northeastern Pennsylvania their homes. Our area is still attracting immigrants, but the demographic has changed. More Nepalese and Latin families are now settling here. Why here, and why now? Keystone Edition Reports takes a look at the changing face of Northeastern Pennsylvania.

**Keystone Edition Arts: Native American Arts & Culture**

Premiere Date: 11/15/21

Pennsylvania was home to several Native American tribes, each with unique cultural characteristics. Keystone Edition Arts talked with Native American artists and educators to expand our understanding of the arts and culture – past and present - as we celebrate Native American Heritage Month.

**Keystone Edition Health: Older Adult Isolation**

Premiere Date: 12/27/21

Nearly 40% of seniors living in North East, PA are living alone and the lack of social connections often leads to loneliness.

They are more likely to face issues such as loss of family or friends, chronic illness, vision or hearing loss. Pandemic shutdowns in 2020 have only exacerbated such isolation.

There is robust evidence that social isolation and loneliness also significantly increases the risk for premature mortality.

What can be done to assist seniors who live alone?

### **A Call the Care**

<https://www.wvia.org/tv/a-call-to-care/>



Premiere Date: 10/14/21

A Call to CARE is a one-hour original documentary film produced by WVIA that explores how that legacy is being applied in the 21st century through a unique endeavor by criminal justice professionals. The film explores the Court-Assisted Re-Entry Program, an effort to help paroled individuals with a moderate-to-high risk of recidivism avoid a devastating relapse into criminal behavior. It chronicles the program's comprehensive rehabilitative process and celebrates its healing resonance in the community.

### **Mind Over Matter: Mental Health in the Age of COVID**

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



Premiere Date: 10/28/2021

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. In 2021 WVIA presented a new 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 will include TV, radio and digital content.

Mind Over Matter, assembled a panel of regional experts to discuss, stigma, senior isolation, telemedicine, and how families are managing through the latest COVID surge. In addition, presented were personal stories from those who are coping with mental health challenges and provide information on where to get help.

**Conversations for the Common Good - Witness to 9/11:  
A Victim, A Journalist, A Soldier**

<https://video.dptv.org/video/conversations-for-the-common-good-witness-to-911-i8brch/>



Premiere Date: 11/16/21

From Gross Auditorium on the campus of Bloomsburg University in Bloomsburg Pa., a moderated panel of witnesses will explore their memories, reactions and responses to the tragic events of 9/11. The panel includes Elizabeth Miller, Rule of Law Fellow with September 11th Families for Peaceful Tomorrows; and BU graduate. Steve Coll, Pulitzer Prize winning author; Dean, Columbia University School of Journalism; and staff writer, The New Yorker, and Joseph Bennett former U.S. Army soldier, pilot, and BU graduate.

**The Swingin' Jazz Nutcracker Suite**

<https://www.pbs.org/video/the-swingin-jazz-nutcracker-suite-re35kd/>



Premiere Date: 12/23/21

The Swingin' Jazz Nutcracker Suite, performed by the 17-piece Scranton Jazz Festival Big Band under the direction of Marko Marcinko. Music by Peter Tchaikovsky and arrangements by Shorty Rogers. Never done before in NEPA, this unique special concert will highlight 17 incredible musicians and narrator/ vocalist. The musicians are regular members of the Scranton Jazz Festival Big Band with the addition of some special guests. Playing the historically familiar melodies from the Nutcracker Ballet, this jazz big band takes a more modern approach to the familiar. This Nutcracker production tells the classic story through the power of the music and spoken word.

## **RADIO PROGRAMMING INITIATIVES**



### **INFORMATION**

**Keystone Edition.** The weekly radio public affairs magazine presented more than 150 long-form interviews/features. *Keystone Edition* is heard Sundays at 7:30am and 4:30pm. The combined monthly cume of both broadcasts is over 8500. Indeed, the Sunday afternoon broadcast of *Keystone Edition* attracts a third more listeners than the Sunday edition of *All Things Considered*.

**Local newscasts.** WVIA's monthly cume is over 60,000. Of that our newscasts during the broadcast of *All Things Considered* reaches an audience of over 30,000.

**ArtScene:** Erika Funke highlights 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. Matthew Rupcich, Artistic Director of the Arcadia Chorale wrote to Erika Funke: "Thank-you so much for giving me the opportunity to represent the Arcadia Chorale in such a meaningful way with your broadcast of *ArtScene* today. We appreciate your support."

**ArtScene Promos:** WVIA Radio also produces a series of highly-produced PSAs for regional arts and cultural events. Upon hearing the promo for a performance by Mavis Staples, Lisa Leighton of the Weis Center, Lewisburg wrote: "This is wonderful -- you captured her so beautifully! Thanks for all that you do for us." Agnes Maurer of the Gabriel Ensemble in Schuylkill County wrote: "Thank you Larry, this is SUPER!!! Wishing you all the best!" Cora Gamelin of the Trinity Episcopal Church Concert Series, Pottsville: "This is fabulous — thank you so much! It is a blessing to be able to have concerts again — don't believe we will ever take that for granted again." The ArtScene promos have the added purpose of promoting ArtScene broadcasts and podcasts.

### **MUSIC**

**Daily Classical:** WVIA has been a respected source of classical music on the radio for over 4 decades. From treasured recordings of past artists to the newest classical releases Lisa, Erika, and Larry not only provide the excitement and beauty of the music, but also add insightful and informative commentary staying true to WVIA's claim as the region's "arts and information station".

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 Veterans Days and the 4th of July. T

## Weekly Classical

**Music from St. Stephen's.** For more than three decades WVIA has been producing a half-hour program of *Music from St. Stephen's*, an Episcopal church in Wilkes-Barre. The organ in the church is of the highest quality and the organist is an internationally-recognized musician, Mark Laubach. In the time of COVID, Mark says, "We hear from many folks how particularly grateful they are for the radio show at a time when they can't attend live services or concerts."

**Music to My Ears.** Each week Gary Boerckel, Professor emeritus of Lycoming College, shares his insights and knowledge of classical music. Gary's program is built around a theme. The themes range from specific classical artists, to depictions in music of human activity. For instance, a recent program featured pieces about carnivals and festivals. Gary also previews upcoming concerts in the Williamsport and Susquehanna Valley.

**Notes on Film.** Each Sunday at Noon Paul shares his passion for film music in an hour-long program of music from movies old and new. Paul also provides commentary, fun facts and other tidbits of information about not only the composers, but the actors, directors and other creative artists of cinema.

**Opera Encore.** WVIA is one of the few stations in the nation to bring to listeners operative performances each week. However, most Saturdays these live performances and recordings run short of the 4-hour time block. Larry happily takes on the task of providing programming between the end of the opera to the beginning of All Things Considered. At times this programming can be as much as two-hours. During this programming Larry previews the next week's opera pulling on WVIA's extensive library of opera recordings. Listeners are also introduced to lesser-known instrumental works by opera composers.

## Classical Specials

This year Larry Vojtko produced three classical music specials. For Black History Month Larry's production was *Paul Freeman: Perchance to Dream*, an appreciation of the black American conductor who enjoyed an international concert and recording career. To mark the arrival of summer, Larry's program is called *Welcome, Summer*. The music chosen was inspired by this season of blooming roses, ripe fruit, warm sunshine, and cool water. To commemorate the 20th anniversary of the catastrophic events of 9/11, WVIA Radio will preempt the opera to present a WVIA music special, *9/11, In Memoriam*. Larry put together a program consisting of music of remembrance including pieces written in reaction to the events of 9/11. The expressive and healing powers of music come to the fore in this special drawing from recordings in the WVIA Radio classical library. Pieces include *On the Transmigration of Souls* by John Adams and Robert Moran's *Trinity Requiem* which was commissioned to observe the 10th anniversary of 9/11.

In December, after a one-year hiatus due to the COVID pandemic, the Arcadia Chorale again presented the *Messiah Sing-Along*. WVIA continued its decades-long tradition of recording and broadcasting this local performance of Handel's masterpiece.



**Daily/Weekly Jazz.** Weeknights at 7, host George Graham presents a variety of types of jazz on *All That Jazz*, and WVIA aired 10 hours of the COTA Festival in Delaware Water Gap, PA, along with the WVIA holiday recording of *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.

On *Jazz Standards* (Saturday, 9pm), Sascha Feinstein, professor and Lycoming College and nationally-recognized jazz expert focuses on one artist each week, often featuring rare recordings of jazz greats.

## Special Celebrations

April is *National Jazz Appreciation Month*. As northeastern and central Pennsylvania's premiere source for jazz, WVIA Radio celebrated in grand style. Among the special offerings were Homegrown Music sessions with regional jazz luminaries broadcast each Wednesday during the month. These artists were: 3D Jazz Trio (formerly 3Divas); Bill Mays & the Inventions Trio, a session which led to the Chiaroscuro release *Life's a Movie*; The Jay Leonhart Trio; and The Ingrid Jensen/Roberta Piket Quartet. WVIA's jazz guru, George Graham, also mined the treasure of substantial archival recordings of events such as COTA and the Scranton Jazz Festival as well as the vast library of recordings contained in the library of WVIA's recording label, Chiaroscuro Jazz.

Additionally each week WVIA's Erika Funke presented a jazz-oriented feature on ArtScene. Even WVIA's Classical music programming celebrated the uniquely American art of jazz by including jazz-inspired pieces. Composers, such as Ravel, Shostakovich, and, of course, George Gershwin, wrote pieces influenced by jazz.

Each year, Americans observe *National Hispanic Heritage Month* from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America. WVIA Radio joined this month-long celebration in recognition of the contributions of the growing hispanic community that adds to the vitality of the cultural richness in northeastern and central Pennsylvania. Music hosts Lisa Mazzarella, Erika Funke, Larry Vojtko, and George Graham spiced their programming with music created and performed by artists of Hispanic and Latino heritage.

## Digital Content

April 2021 - Launched the all-new Chiaroscuro Jazz website

April 2021 - Debuted the Chiaroscuro Jazz Podcast

July 2021 - Launched [wvia.org/mindovermatter](https://www.wvia.org/mindovermatter) - a companion website to the multi-platform mental health initiative

October 2021 - Launched [wvia.org/news](https://www.wvia.org/news)

November 2021 - Launched the WVIA TV livestream on DirecTV.

(20) VIA Short Takes Episodes premiere in 2021 on WVIA's Digital Platforms.

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

Episode Titles:

Tiny Stages at The Dietrich Theater  
Maddie the Pig  
Bret Alexander: A Musician's Musician  
The Historic Market Street Bridge  
Nanette Burti: The Art of Clay  
Curtis Stone  
Our Reflection in the Delaware River  
Everybody Knows Schpay  
Last of the Paddle Wheel Ferries  
Muhammad Ali: Fighter's Heaven  
A Soldier's Duty: A Reflection of 9/11  
Apollo 13 - Working the Problem  
Lithuanian Easter Eggs  
LaSalle the Image Maker  
Get to Know a Wildlife Rescuer  
Model Trains...A Family Business  
Erika Funke's Introduction to the Arts  
The Underground Railroad in Northeast PA  
The Historic Eagles Mere Toboggan Slide  
PM Magazine

## Community Engagement Events



The COVID-19 pandemic continued to impact WVIA's in person community engagement efforts however there were a number of events that

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 8 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 6 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 & 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



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.