



PBS



2022 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"WVIA is a trusted regional partner committed to elevating and highlighting current issues in the communities we serve and providing information for viewers to make informed decisions. WVIA is committed to high-quality media, and because of this The Scranton Area Community Foundation is proud to support WVIA and their efforts to maintain an informed and engaged community."

*-Laura Ducceschi, President & CEO
Scranton Area Community Foundation*

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



WVIA is a valuable part of Northeastern and Central Pennsylvania, bringing quality local and national programming to over 590,390 households per the Nielsen 2022 TV Household DMA Ranking Report.



"WVIA is an important source of regional media in NEPA and a significant community partner to foster civic engagement and facilitate learning and dialogue."

-Julie Schumacher Cohen
AVP for Community Engagement and Government Affairs, The University of Scranton

In 2022 WVIA aired 470 hours of local programming content. Programming highlights include our premier public affairs series, "Keystone Edition" which focused on local and regional issues including, Agnes 50: Life After the Flood, Teens and Mental Health and Cybercrime. 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 two of a 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 2022 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, Margaret Briggs Foundation, The Moses Taylor Foundation, The 1994 Charles B. Degenstein 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 2022)

WVIA hosted a Winter 2022 Member Day at Elk Mountain in Uniondale, PA on Tuesday, January 6, 2022. WVIA Members received free Ski Packages which included Ski Rentals and Lift Tickets. WVIA Underwriters received free Lift Tickets.

575 Lift Tickets

200 Rentals

Total Value \$43,225.00

WVIA Family Day at Knoebels Amusement Resort (May 2022)

WVIA hosted a Spring Member Day at Knoebels on Sunday, May 15, 2022. WVIA Members and Underwriters received free Ride all Day with Coasters Wristband Admissions.

Total Value: 3,488 @ \$53=\$184,864.00

WVIA Family Day at Montage Mountain Waterpark (June 2022)

WVIA hosted a Summer Member Day at Montage Mountain Waterpark on Wednesday, June 22, 2022. WVIA Members and Underwriters received free admission to the waterpark.

Total Value: 1,509 @ \$29.99=\$45,254.91

Lackawanna County Coal Mine & Anthracite Heritage Museum (November 2022)

WVIA hosted Fall Member Days at Lackawanna County Coal Mine and Anthracite Heritage Museum on Saturday November 5th and Sunday November 6th, as well as Saturday, November 12th and Sunday, November 13th. WVIA Members and Underwriters received free admission to both the coal mine tour and the museum.

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

Total Value Anthracite Heritage Museum: TBD

EDUCATIONAL INITIATIVES

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

"The topics were interesting, and the kids were fully engaged."
PreK Teacher from Blue Ridge Elementary

"Excellent Program"
– Kindergarten teacher from Kennedy Early Childhood

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 15 schools and met with 1,400 students in 2022.

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 42 area school districts.

Artist of the Week:

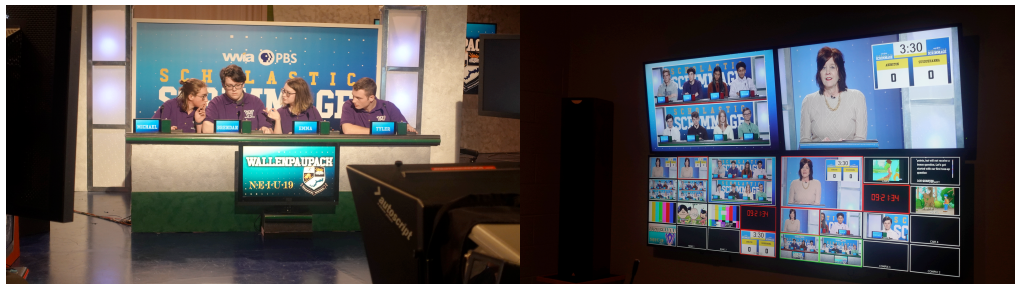
<https://www.wvia.org/education/artist-of-the-week/>



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/education/artist-of-the-week/) 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 50 students from area school districts in 2022.

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. Thirty-eight school districts from the NEIU, CSIU, and LIU participated in the 2022 season leading to thirty-seven competitions on WVIA-TV. Congratulations to the winners: Tunkhannock Area took 3rd place, Wallenpaupack took 2nd place, and the winner of the 2022 Scholastic scrimmage season was Milton Area School District.

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, are animated, and narrated by WVIA's own Lisa Mazzarella. This year of the many entries we received, students the Forty Fort, Weatherly, Selinsgrove, and Hazleton area all received a personalized plaque and their stories featured by WVIA!

Poetry Out Loud:

<https://on-demand.wvia.org/video/2022-poetry-out-loud-regional-competition-ywwi0k/>



WVIA partnered with the NEIU, Arts in Education NEPA, 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.

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 on the Careers That Work page on wvia.org.

Speaking Grief:

<https://www.wvia.org/speaking-grief>



WVIA Education hosted a virtual workshop focusing on understanding and advocacy for those who are experiencing grief. Panelists included a representative from a school district, a clinical social worker and behavior specialist, and counselor specializing in grief.

"My family experienced several losses over these last few months, and we are all grieving in different ways. I have been struggling to know how to help my children while I take care of myself. There were some good suggestions."

– Anonymous participant

Great Teachers Essay Contest:

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

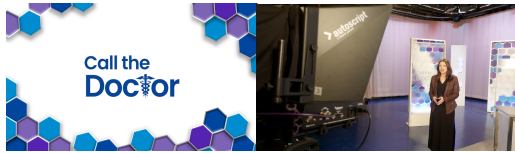


High School students submit an essay that showcase a great teacher. Winning essays are featured in a mini documentary about the student and the great teacher. Of the many entries, students from Berwick High School, Montrose High School, and Hazleton Area High School were awarded a cash prize and were 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* now in its 35th season, discussed various topics including Obesity in Northeastern & Central Pa, Missed Health Screenings, The Future of Telehealth and COVID 19 Side 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:

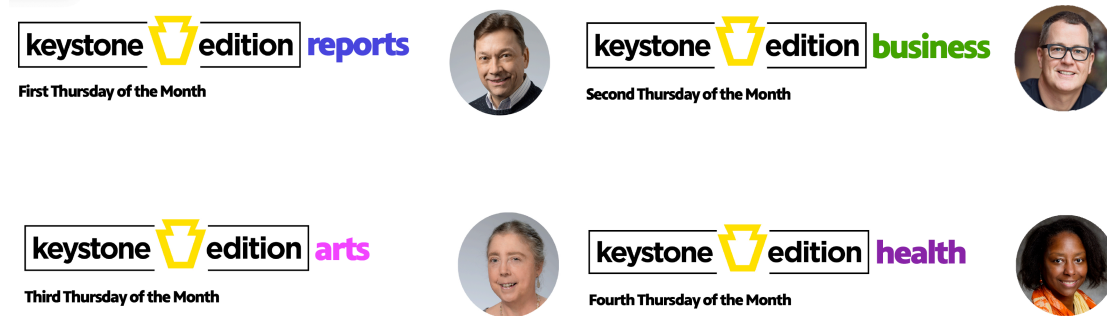
<https://www.wvia.org/tv/short-takes/>



WVIA's digital series which premiered in January 2019. It made its television series debut in 2020. In 2022, 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 four 30-minute VIA Short Take television programs released in 2022.

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 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, arts and culture, all with a goal of improving the quality of life in our region.

Below is a list of television programs highlights from 2022.

Keystone Edition Health: Why Regionalization?

Premiere Date: 1/3/22

From police forces to schools, communities are coming together to regionalize their services. This means instead of having three separate schools for a city, there's just one, or small communities' police departments share coverage. Keystone Edition

Reports takes a look at the pros and cons of regional consolidation and what it means for you.

Keystone Edition Health: Prescription Drug Costs

Premiere Date: 1/21/22

Prescription drugs can cost 2.5 times more in the U.S. than the same drugs in other Western countries, according to a recent study from the non-profit RAND Corporation. How do drug costs impact those who rely on prescriptions in our area, and what are local organizations doing to bring drug costs down?

Keystone Edition Arts: Young People & Literature

Premiere Date: 5/16/22

From reading to young children and helping them learn to read to helping older children discover stories and poetry that inspire and comfort, authors of literature for young people have a unique talent to connect with their readers. Watch Keystone Edition Arts to learn how authors educate and inspire children of all ages.

Keystone Edition Reports: Fighting Food Insecurity

Premiere Date: 10/3/22

Food insecurity is defined by the U.S. Department of Health as "a lack of consistent access to enough food to lead an active, healthy lifestyle. In all, 38 million Americans, including 12 million children were food insecure, according to a 2020 report by the USDA. A special KE Reports looks at food insecurity in our area, and will speak with representatives of area food banks.

Keystone Edition Reports: Recession on the Horizon

Premiere Date: 11/14/22

Experts have been expecting the US to head into a recession since before the pandemic. Inflation numbers and other factors are not looking good. Keystone Edition Business looks into what constitutes a recession, what the contributing factors are, how it affects you and the businesses of the region, and what you can do about it.

Keystone Edition Reports: The Burden of Student Debt

Premiere Date: 11/7/22

As of August of this year, student borrowers in the U.S. owe a combined \$1.75 trillion in both federal & private loan debt. That comes from the Federal Reserve Bank of St. Louis, and Nerdwallet, a personal finance company. According to Forbes.com, on average, student borrowers owe over \$28,000 per borrower. KE reports looks at the topic of Student Debt Relief & will speak with experts in the area.

Keystone Edition Arts: Inclusivity and Diversity in the Theatre

Premiere Date: 11/21/22

How can theatre companies attract more diverse cast members and audiences? Who gets to play which roles? Why is it important? Keystone Edition: Arts will explore these questions and more with theatre companies in northeast and central Pennsylvania.

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 2022 three new one hour Mind Over Matter programs were produced.

Mind Over Matter - It's Okay Not to Be Okay

Premiere Date: 1/27/22

Moderator Tracey Matisak and a panel of regional experts as they discussed PTSD, suicide, teen depression, and behavioral health. We presented personal stories from those who are coping with mental health challenges and provide information on where to get help.

Mind Over Matter - You Are Not Alone

Premiere Date: 4/28/22

Over the past few years many people have experienced mental disorders at alarming rates. According to the American Psychological Association, stress levels are the highest they've been in 15-years. Moderator Tracey Matisak and a panel of regional mental health experts discussed Stress, Grief, Eating Disorders, and Digital Addiction.

Mind Over Matter - The State of Mental Health in NEPA

Premiere Date: 10/27/22

Moderator Tracey Matisak and a panel of regional mental health experts discussed the state of mental health in NEPA based on a Community Critical Needs Assessment of our region.

Conversations for the Common Good - Reaction to 9/11: Dialing Back Civil Rights, Violation of Human Rights

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



Premiere Date: 2/10/22

Moderator Larry Vojtko asked a panel to share their knowledge on the development of the rendition/detention program, and on their understanding-and personal experience-of the effect of the suspensions of U.S. law and human rights ideas on individuals. The panelists included: Mohamedou Ould Slahi, (best-selling author, and fourteen-year Guantanamo detainee), Andy Worthington (activist, writer, founder of CloseGuantanamo.org), and Elizabeth Miller, who developed an unlikely friendship with Mr. Slahi. This program was recorded at WVIA's Sordoni Theatre in Pittston, Pa.

Conversations for the Common Good - Recovery from 9/11, Twenty Years After: In Need of Restorative Justice

Premiere Date: 4/14/22

From the WVIA studios in Pittston, a moderated panel explored activist experiences promoting restorative justice in the interest of healing apparent personal, political and social divides in the post-9/11 era. Panelists joining in person or remotely: Terry Kay Rockefeller (founding member, September 11th Families for Peaceful Tomorrows), Tammy Krause (Defense-Victim Outreach pioneer), Elizabeth Miller (Rule of Law Fellow with September 11th Families for Peaceful Tomorrows; and BU graduate). Moderated by Larry Vojtko.

Conversations for the Common Good - U.S. History Contested: Curriculum & Learning In Public Schools

Premiere Date: 10/6/22

This was the first in a series which explored how contested narratives about the history of our nation, especially the narratives on slavery, white supremacy, and the ongoing struggle to live up to the ideals formulated in the Constitution, negotiated. And how do discussions of the content of those narratives affect public school curricula, the teachers who deliver it, and the students who learn it? We are interested in hearing the perspectives of teachers and administrators who have had to navigate challenges to truthful narratives coming in from community members and parents. We expect to be talking about what is to be included in those narratives to arrive at accurate, inclusive,

historical accounts, and who is qualified to put them together. Moderated by WVIA's Larry Vojtko.

Our Town: Lewisburg



Premiere Date: 6/6/22

Welcome to Lewisburg! The 39th in WVIA's "Our Town Series", Our Town Lewisburg is a "day-in-the-life" video scrapbook focusing on the people, places and happenings of Lewisburg, Pennsylvania, as seen through the eyes of its residents.

Agnes 50: Life After the Flood



<https://www.wvia.org/watch/agnes-50>

Premiere Date: 6/23/22

On Friday, June 23, 1972, Pennsylvania suffered the wrath of Hurricane Agnes, which at the time was the costliest hurricane to hit the United States and would claim the lives of 128 people in the storm's path. Now, at the 50th anniversary, WVIA explores what we as a region have learned from the Agnes tragedy. Half a century later, how did this epic event permanently change our communities – economically, physically, and emotionally? What have local communities done over the past decades to address and mitigate potential flooding in the future? Have we done enough?

2022 Challenger Exhibition Game at the Little League World Series



<https://www.pbs.org/video/2022-little-league-challenger-exhibition-game-ivqgsn/>

Premiere Date: 8/27/22

The Challenger Division was established in 1989 as a separate division of Little League that enables boys & girls with physical and developmental challenges, ages 4-18, or up to age 22 if still enrolled in high school, to enjoy the game of baseball. Since 2001, two

Little League Challenger Division teams have been invited to play an exhibition game at the Little League World Series. After their originally scheduled trip to compete in the Little League Challenger Division® Exhibition Game was cut short in 2020 due to the coronavirus pandemic, Mason (Ohio) Youth Organization Little League and Cambrian Park Little League (San Jose, Calif.) headed to Williamsport to play in the once-in-a-lifetime game.



Decision 2022: 8th Congressional District Debate

<https://www.pbs.org/video/pennsylvania-8th-congressional-district-debate-imdua8/>

Premiere Date: 10/20/22

Debate for the 8th Congressional District between Incumbent Congressman Matt Cartwright (D) and Jim Bognet (R). Moderated by WVIA's Larry Vojtko.

Decision 2022: 9th Congressional District Debate

<https://www.pbs.org/video/pennsylvania-9th-congressional-district-debate-vxfhsb/-:~:text=WVIA will broadcast the 2022,and will livestream on WVIA's>

Premiere Date: 10/21/22

Debate for the 9th Congressional District between Incumbent Congressman Dan Meuser (R) and Amanda Waldman (D). Moderated by WVIA's Larry Vojtko.



Bucknell Forum Presents Jake Tapper

<https://on-demand.wvia.org/video/bucknell-forum-presents-jake-tapper-xzcrag/>

Premiere Date: 12/13/22

Jake Tapper is one of five nationally renowned speakers who will discuss 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.

Careers That Work #101



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

Premiere Date: 9/12/22

To address the concerns of developing a properly skilled and prepared local workforce, WVIA, partnered with the 1994 Charles B. Degenstein Foundation, produced a multi-faceted media and related curriculum initiative called Careers that Work that focuses on educating and preparing students for well-paying jobs that fulfill the employment needs of growing industries throughout Northeastern and Central Pennsylvania.

Careers that Work #102



Premiere Date: 12/22/22

To address the concerns of developing a properly skilled and prepared local workforce, WVIA, partnering with the 1994 Charles B. Degenstein Foundation, has produced a multi-faceted media and related curriculum initiative called Careers that Work that focuses on educating and preparing students for well-paying jobs that fulfill the employment needs of growing industries throughout Northeastern and Central Pennsylvania. In this episode of Careers that Work we'll look at a welder, a nurse, an engineer, a soil scientist and a systems analyst.

Careers that Work: A Community Conversation



Premiere Date: 10/20/22

Educators, Industry Leaders and Parents came together to discuss what is necessary to prepare young people for careers of the future. What careers will be in high demand?

When should parents begin to discuss a career path with their child? What are the benefits of a technical education compared to a 4 year degree? Moderated by WVIA News Director, Julie Sidoni.

RADIO PROGRAMMING INITIATIVES



2022 was an important year for staying in touch with national news developments, from the invasion of Ukraine, to the hearings of the Committee investigating the attack on the Capitol on January 6, 2021, to the devastation caused by hurricane Ian. NPR's *Morning Edition*, *All Things Considered* and, this year, the addition of local news from WVIA's newly-formed news team provide in-depth, trustworthy information. WVIA Radio now provides, not only, a connection to that nation and the world, but also, can tell the stories of Northeastern and Central Pennsylvania.

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



Keystone Edition



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

The weekly award-winning radio public affairs magazine presented more than 150 long-form interviews/features. Two features received PAB awards: Paul Lazar and Lisa Mazzarella for **Outstanding Radio Feature Story/Report/Series 2022**

WVIA Keystone Edition: Dunshore Resident Marks 9/11 To Remember The Fallen; and Larry Vojtko for **Outstanding Radio Feature Story/Report/Series 2022**

WVIA Keystone Edition: Kids Count

Highlights of Keystone Edition Radio for 2022 include an entire program devoted to the 50th Anniversary of the Agnes Flood that devastated the Wyoming Valley in 1972. The program included Larry Vojtko's conversation with Professor Andrew Stuhl of Bucknell University about the enduring impact that natural disaster has had on communities along

the banks of the Susquehanna; Tom Riese spoke with people in our region who have strong, and, sometimes quite strange memories of the flooding caused by Agnes; and Erika Funke's interview with WVIA-TV filmmaker about his documentary *Agnes 50: Life After the Flood*.

Other notable features are:

A visit to The Montandon Marsh by WVIA's commentator, Erica Shames. This wetland is a thoughtful partnership between business, nonprofits, and educational institutions helping to preserve a unique natural area in Central Pennsylvania.

[Erika Funke](#)'s feature on the 100th Anniversary of the Little Theatre of Wilkes-Barre, one of the oldest, continually operating community theaters in the country.

Kat Bolus prepared an in-depth feature on domestic violence in the area and visited a domestic violence service center helping victims in Luzerne and Carbon counties.

ArtScene

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

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

1/19/22

Daria Marmaluk-Hajioannou of the Lehigh Valley--award-winning singer-songwriter, educator and composer of songs for children. She is a Ukrainian-American and talked about a new CD dedicated to her grandfather, an immigrant miner in NEPA & she sang, too.

2/28/22

Dr. William Kashatus of NEPA speaking about his new biography, "William Still: The Underground Railroad and the Angel in Philadelphia."

4/26/22

Dr. Alicia Nordstorm, Philosophy Professor at Misericordia University, speaking about her original series, "The Voices Project: 80 Minutes Around the World: Immigration Stories" with award-winning storyteller Nestor Gomez .

4/29/22

Violinist Sophie Till, founder of the String Project at Marywood University in Scranton, speaking about the 20th anniversary of the program for young musicians and the yearlong project with Skye Steele, from Puerto Rico, also a guest, to introduce the children to different ways of playing stringed instruments from around the world.

9/26/22

Travis Prince, award-winning artist from Scranton, talking about his exhibit at the Everhart Museum titled, "The Reader: Paintings by Travis Price" depicting black individuals as they read books by black authors.

10/5/22

Artist Holly Wilson of the Lenape Nation & Lalaine Little of the Gallery at Misericordia speaking about Wilson's work in various media rooted in her native heritage.

10/20/22

Filmmaker Luz Cabrales and young actor Jolie Cook talking about the 5-part TV series

produced by Scranton Films to teach children about the visual arts with a multicultural cast and characters.

Jazz/AAA

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

Hosts George Graham and Sascha Feinstein present a variety of types of jazz, during the programs All That Jazz and Jazz Standards. WVIA Radio aired 10 hours of the COTA Festival in Delaware Water Gap, PA. We're also happy to announce a return of Homegrown Music, WVIA Radio's premiere arena for showcasing regional musical talent. Sessions have already been recorded and we hope to schedule in-studio concerts in 2023. Among the most notable offerings of the year:

Oct. 18 A Special Presentation: Songs and Stories from Coal Country. Performed before a studio audience earlier this month, this unique concert event brought together singer-songwriters Tom Flannery and Jay Smar singing original compositions about Northeastern Pennsylvania's mining history, along with commentary from historian and sociologist Dr. Robert Wolensky, author of several books on the region and its mining and labor history.



Chiaroscuro Jazz

<https://chiaroscurojazz.org/>

Adding to WVIA's digital content, 11 additional Chiaroscuro podcasts featuring artists from the WVIA's jazz label. Slated for release on December 9th, A BUCK CLAYTON JAM SESSION, VOLUME 3., CR(D) 152. Produced by Hank O'Neil, the album is a continuum of the swing-era trumpeter's famed Jam Session recordings. The tracks include: "Jazz Party Time," "Kansas City Style," "Even Steven" and "Bandwagon," each exceeding 10 minutes of pure Buck Clayton groove. Nearing completion is a special "blue LP" edition of the Chiaroscuro Records title CR -164 Tarika Blue – Tarika Blue will be released in early January, 2023.

Classical

<https://www.wvia.org/radio/classical-music>

WVIA has been a respected source of classical music on the radio for nearly 5 decades. We celebrate the diverse communities in our region with special programming for Black History Month, Women's History Month, Hispanic Heritage Month, Memorial and Veterans Days and the 4th of July.

WVIA is the region's source for opera including the season of broadcasts from the Metropolitan Opera House in New York City. This past season offered a number of

particularly noteworthy broadcasts. On January 8, 2022 WVIA aired *Fire Shut Up In My Bones* by Award-winning jazz musician and composer Terence Blanchard, the Met's first performance of an opera by a Black composer. On May 28 it was Philip Glass' mesmerizing modern masterpiece *Akhnaten*. A new opera based on Shakespeare's

Hamlet was presented on June 4. This stage work by Australian composer, Brett Dean, has received stunning reviews for its score as well as for the production. Another new opera inspired by the life of the modern entrepreneurial genius Steve Jobs was featured on June 18. *The (R)evolution of Steve Jobs* by Mason Bates has been highly acclaimed. From the Met season WVIA moved to the WFMT Opera Series. For the first time productions from Beijing's **National Centre for the Performing Arts Opera Company** were broadcast. The 8 operas included favorites such as *Roméo et Juliette* and *Don Pasquale*, plus a new work, *A Village Teacher*, by Chinese composer Hao Weiya.

For Black History Month, WVIA Radio aired specials that focused on music of Florence Price, and the first African-American woman to have one of her symphonies performed by a major American orchestra, William Grant Still, known as "the Dean of African-American Composers". A highlight was a program titled **Langston Hughes - I Too Sing America**. Hosted by Terrance McKnight the program focused on the songs, cantatas, musicals and librettos that flowed from Hughes' pen.

For Memorial Day we aired **Memorial in Song** with John Brancy and Peter Dugan, a program inspired by World War I that explores the timeless themes of longing, loss, love, and the search for peace in the wake of war.

For Pride Month: **True Colors: Sounds from the Heart**, a special that celebrates musicians from the LGBTQ community.

For Juneteenth: **Juneteenth: Remembrance and Celebration**

In this special music from Black American composers is used to highlight progress and the pain that has been held in the community at large. Using the commemoration of the emancipation of all those who had been enslaved in the United States as a starting point, the program will face our country's racist past and present a tapestry of sounds, somber to ecstatic.

For the anniversary of 9/11: **WVIA Special: Brahms - A German Requiem**

In observance of the anniversary of 9/11, WVIA's Larry Vojtko hosts a program the centerpiece of which is Johannes Brahms' sublime commentary on death and the afterlife, *A German Requiem*. Simon Rattle leads the Berlin Philharmonic and the Berlin Radio Choir, along with soloists Dorothea Roschmann and Thomas Quasthoff. The program also includes the *Tragic Overture* and *Nänie*, a work for chorus and orchestra. The title comes from the Latin for 'a funeral song'. Brahms chose a poem by Schiller for this poignant vocal lament.

For Hispanic Heritage Month: **Teresa Carreño, Pianist and Composer**

Born in Venezuela in 1853, Teresa Carreño was one the first Latin American women with an international career as a pianist, composer and teacher.

In October, WVIA observed the Jewish High Holidays with a special from WQXR, New York. *Music for the High Holidays* offered music for Rosh Hashanah and Yom Kippur. The show includes both traditional and composed music from Jewish liturgy (with a recording of Kol Nidre that features violinist Itzhak Perlman), as well as concert music based on High Holidays melodies.

WVIA Radio continued its long tradition of broadcasting performances by regional musicians. Each Sunday at 7:00 am and 4:00 pm, *Music from St. Stephen's* offers performances from the historic Pro-Cathedral in Wilkes-Barre. On April 10, 2022 WVIA aired the **2022 NEPA Bach Festival Choral Concert**. The Arcadia Chorale and the Festival Orchestra performed Monteverdi's *Beatus Vir*, Handel's *Dettingen Te Deum*, and Bach's motet, *Jesu, meine Freude*. A decades-long tradition continued with the broadcast of the *Messiah Sing-Along* presented by the Arcadia Chorale. During this event the audience is invited to join the Chorale in singing the choruses of Handel's oratorio.

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 - emcee for Wildflower Music festival concerts and the COTA jazz festival, and more.

Larry was a member of the committee for the inaugural *Luzerne County's Got Talent* event held at the Kirby Center in Wilkes-Barre in March 2022.

Larry narrated *Peter and the Wolf* for a concert by the Sem Civic Orchestra.

Larry gave the opening remarks and welcome for the memorial service and concert for Dr. Steven Thomas.

Digital Content

2022 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 52,000 people per week (up 4% YoY). In the past year over a third of a million 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.

Regarding WVIA's original digital content, we premiered Seasons 4 and 5 of **VIA Short Takes**, featuring topics ranging from e-sports to Martin Guitars to Hot Air Balloons and much more. 14 episodes of **Careers that Work** premiered online, along with the corresponding curriculum for each episode. We hosted several virtual-only events including "Ben and Joe," "Songs and Stories from Coal Country" and "Art Treasures of

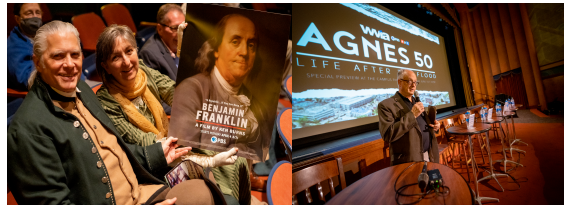
Europe with Rick Steves". Chiaroscuro Records released additional podcast episodes and *ArtScene* with Erika Funke remains one of the most popular podcasts in the region.

Additionally, the end of the year saw a full redesign of wvia.org into a site with more capabilities than ever before. The addition of WVIA News didn't just affect WVIA Radio

profoundly. In our first 6 months of producing local news for the website, nearly 15,000 people have read a locally produced story by the WVIA News team. As we continue to

grow WVIA News, WVIA Digital continues to offer more engaging and relevant content to our audience than ever before.

Community Engagement Events



With our region gradually warming up to post-pandemic community gatherings, WVIA offered a series of three virtual events to allow participation from home. Ben and Joe told the story of Benjamin Franklin's friendship with Dr. Joseph Priestley. Songs and Stories of Coal Country blended live musical performances with historical commentary for context. Art Treasures of Europe featured insights from regional art historians along with highlights of Rick Steves' public television series, all free to the public, funded by PA Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021.

<https://www.wvia.org/tv/virtual-events/>

The Ken Burn documentary Benjamin Franklin brought WVIA the opportunity to celebrate and encourage volunteerism and civic engagement at 7 screening/discussion events throughout the area, supported by a BENJAMIN FRANKLIN grant provided by WETA. Many other 2022 screenings were held for PBS favorites *All Creatures Great and Small*, *Sanditon*, *Call the Midwife*, *Magpie Murders*, and *The U. S and the Holocaust*. WVIA's own award-winning original documentary *Agnes50: Life After the Flood* not only attracted a huge broadcast audience, it also drew crowds at 7 screening events featuring filmmaker Alexander Monelli and panelists including public safety and emergency management officials in communities all along the Susquehanna River.

An important Twin Cities PBS documentary *Facing Suicide* prompted a timely WVIA project to produce a short video on teen suicide prevention with curricular materials available to regional school districts. WVIA partnered with a Commonwealth University

faculty/ counseling service team to conduct 3 screening/panel discussion events attended by hundreds of students at Bloomsburg, Lock Haven, and Mansfield Universities, and a community screening in Tunkhannock featured 7 panelists representing NAMI, Wyoming County Human Services,

Tunkhannock Area School District, Robinson Counseling Center, Children's Service Center, and Family Service Association. WVIA's Facing Suicide project was supported by a grant from TPT Twin Cities PBS. <https://www.wvia.org/tv/facing-suicide/>

Many other community engagement activities coordinated with WVIA content initiatives, such as our Food for Thought hunger summit, Our Town Lewisburg, Bloomsburg University's Conversations for the Common Good, and the exciting growth of WVIA News. 2022 was a year of successful adaptation and we look forward to a busy 2023, especially as we celebrate the 50th anniversary of WVIA Radio!

Venues and Partners 2022

Dietrich Theater, Tunkhannock
Campus Theatre, Lewisburg
Pocono Cinema and Cultural Center, East Stroudsburg
Berwick Theater and Center for Community Arts
Keystone Theater, Towanda
Albright Memorial Library
McBride Memorial Library
Taylor Public Library
Commonwealth University of PA: Bloomsburg, Lock Haven, Mansfield Universities
NAMI Luzerne/Wyoming Counties
Children's Service Center
Robinson Counseling Center
Family Service Association
Joseph Priestley House
Anthracite Heritage Museum
Bloomsburg Theatre Ensemble
Weinberg Jewish Community Center
Central PA Food Bank
CEO Weinberg Northeast Regional Food Bank
Second Harvest of Lehigh Valley
The CommUnity Zone, Lewisburg
Lewisburg Arts Council



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.