

## Grantee Information

ID	5166
Grantee Name	WDDE-FM
City	Dover
State	DE
Licensee Type	Community

### 6.1 Telling Public Radio's Story

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The purpose of this section is to give you an opportunity to tell us and your community about the activities you have engaged in to address community needs by outlining key services provided, and the local value and impact of those services. Please report on activities that occurred in Fiscal Year 2021. Responses may be shared with Congress or the public. Grantees are required to post a copy of this report (Section 6 only) to their website no later than ten (10) days after the submission of the report to CPB. CPB recommends placing the report in an "About" or similar section on your website. **This section had previously been optional. Response to this section of the SAS is now mandatory.**

**Joint licensee Grantees that have filed a 2021 Local Content and Services Report as part of meeting the requirement for TV CSG funding may state they have done so in the corresponding questions below, so long as all of the questions below were addressed as they relate to radio operations in such report. You must include the date the report was submitted to CPB along with the TV Grantee ID under which it was submitted.**

1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

Our goal is to provide independent and unbiased reporting from Delaware by providing thoughtful, in-depth reporting about topics that affect Delawareans, and to offer high quality national programming from NPR and other sources. Every week we address community issues, needs and interests through our hour-long news magazine "The Green." This program features interviews, reports, and features that highlight community issues throughout the state, covering politics, government, arts, culture, education, science, and the environment. Every day we produce 5 - 8 stories that focus on the life of the Delaware community. With the advent of the COVID crisis and related local issues, our daily news reporting expanded to respond to demand. Every story is aired over the air as well as online streaming, and each story is posted on our website. During FY21 we increased interaction with our Community Advisory Board, gaining valuable insight into programming options and preferences. We moved to meetings by Zoom to respond to engagement challenges due to COVID. We continued work with our two partner school districts working with high school students in the radio technology career paths and with two universities in their communications programs. As with other engagement, our methodologies for student engagement also flexed to accommodate COVID. The increase in community engagement continued into FY2022.

2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

We have partnered with Mt. Pleasant High School in the Brandywine School District and McKean High School in the Red Clay Consolidated School District at McKean High School. We provide a reporter/youth media specialist to work with the schools' journalism and communications teachers to help students learn about on[air] journalism in the 21st century. Our youth media producer acts as an executive producer for their stories, which may air on our radio station. Instead of in-person classroom support, DPM developed a new curricula to respond to teaching needs during COVID. The effort is being expanded in FY22 to include a third high school. In FY21 we continued a partnership with Delaware Humanities to produce interviews to be aired on our weekly news magazine The Green. We also help evaluate and judge student work at the University of Delaware, work with student interns at both University of Delaware and Delaware State University, and have support from the Delaware Division of the Arts to report weekly on the arts throughout Delaware. We partnered with Report for America to increase our news team and focus on underserved news deserts in Delaware and we partnered with Delaware State News on some collaborative reporting projects focused on education. In FY21 we partnered with the Delaware Community Foundation and other media outlets for a summer internship program designed to attract BIPOC journalism students. Early in FY22 DPM began collaborations with another 20 media outlets to explore a collaborative journalism initiative that will launch later in the fiscal year. And beginning in FY21, we increased efforts to reach listeners by social media and by enhancing e-newsletters. In FY22 we added a third enewsletter each week. Open rates have increased from 12-15% to over 25% and subscribers have increased by 25%. In FY21, we initiated an effort to develop a mobile app, so listeners can take us with them, and tune in more easily when out of range of the DPM broadcast signal. The app launched in FY22.)

3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Our partnerships with the Mt. Pleasant and McKean High Schools have helped historically approximately 200 students each school year learn

about broadcasting, journalism, and multimedia. These students have been heard on our air, and have won regional and national awards for their work. During COVID related attendance restrictions, the program has been restructured to focus on Zoom classes and more one on one coaching sessions. Paul Wishengrad, WMPH station manager and teacher at Mount Pleasant High School shared "Thank you, Delaware Public Media, for your preparation, hard work, instruction—everything you have done for these kids and this program." We hosted several student interns in FY21 from the University of Delaware; their work included serving as back-up reporters and hosts, including as paid interns. Through our Arts Playlist feature, the community turns to us to learn what is happening in the arts community. The Delaware Division of the Arts continues their financial support so the effort can be sustained. In FY21, we continued hosting a long-standing local music revue show that had eliminated by another station. Due to interest in COVID related local news, listenership jumped substantially based on web traffic. Web traffic increased significantly from prior year levels, doubling and tripling during spike periods, and continues at a higher rate than previously into FY2021).

4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2021, and any plans you have made to meet the needs of these audiences during Fiscal Year 2022. If you regularly broadcast in a language other than English, please note the language broadcast.

We continue to report on news and features related to minority and diverse communities in Delaware. We have highlighted native communities and immigrants. Our station is on the campus of an HBCU, where we offer internships each semester working with reporters and producers. We have broadened membership of our board and Community Advisory Board to include geographic and demographic balance, and continue to look for new ways to reach communities that are under-served, both through our programming and reporting. Our partnership with Delaware State News is one such example. We continue robust efforts to broaden board and CAB membership, particularly in southern Delaware's rural and coastal areas. In addition to individual interviews, we also hope to engage through focus groups. In FY2021 we continued to participate with Report for America to provide reporting in underserved areas. We also participated in a multi-outlet collaboration with the Delaware Community Foundation and supported by the Maryland DC Delaware alliance to engage young journalists of color in a summer internship focused on people of color.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

CPB funding is critical to the continued operation of Delaware Public Media/WDDE. Starting as a digital operation just over 10 years ago and soon after adding a broadcast initiative, our funding base is still small and growing slowly. COVID had a negative impact, particularly with regard to support from the business community. CPB funding has allowed us to use local resources to maintain our reporting staff, even more in demand during the pandemic than in prior periods. A strong reporting staff, as well as focus on youth media content and partnership with two school districts and two universities, helps us increase coverage of the Delaware community through regular reporting, our locally-produced and award-winning news magazine "The Green," offering local information as the COVID crisis continued throughout FY21. Without CPB funding, including supplemental resources, core news reporting services would be reduced.

#### Comments

##### Question

##### Comment

No Comments for this section