

**Delaware Public Media Corporation**  
**Board of Directors Meeting, September 8, 2023**  
**Meeting Minutes (APPROVED 12-08-23)**

Pursuant to notice, a meeting of the Board of Directors of Delaware Public Media Corporation (DPM) was held on Friday, September 8, 2023, via Zoom video conference call.

**Directors present:** Randy Farmer, Chair; Dave Brond, Vice Chair; Ellen Roberts, Secretary; Robert Varipapa, Immediate Past Chair; Drew Fennell; Nancy Karibjanian; Michael Sigman; George Watson; Chanta Howard Wilkinson

**Directors absent:** Ellen Wolf, Treasurer; Charlisa Edelin; James Griffin; Leslie Newman

**Others present:** Pete Booker, general manager; Tom Byrne, news director; Jane Vincent; Allison Taylor Levine (until 12:50 p.m.)

No members of the public were present.

**Call to order:** Mr. Farmer called the meeting to order at 12:05 p.m.

**Spotlight Delaware presentation:** At the board's invitation, Allison Taylor Levine, president and founder of the Local Journalism Initiative of Delaware, presented via screen share an overview of Spotlight Delaware, is a statewide nonprofit initiative that partners with local newsrooms to provide high-quality, in-depth local journalism at no cost. The plan is to build a team of nine news staff and six business operations staff, starting in January 2024. More than \$1 million has been raised to support the launch. Ms. Levine is hoping to reach a partnership agreement with DPM. She emphasized that Spotlight will be generating its own, independent content, not using content produced or provided by DPM. Ms. Levine departed the board meeting at 12:50 p.m.

After Ms. Levine's departure, there was subsequent discussion about the potential relationship between DPM and Spotlight Delaware. Mr. Farmer asked Mr. Sigman and Mr. Byrne to serve as our main points of contact with Ms. Levine, and they agreed.

**Approval of minutes:** On a motion duly made and seconded, the minutes of the board meeting on June 9, 2023, were approved as presented. Abstaining from the vote because they did not attend the June meeting were Mr. Farmer, Ms. Fennell, and Mr. Sigman.

**Human resources update:** Sarah Petrowich has been hired as the new state politics reporter, replacing Paul Keifer. Kiandra Parks has been hired as the new deputy director of advancement, starting September 11. Barbara Lamb Hall is expected to join us as director of advancement in October, pending her relocation from California. Mr. Sigman extended kudos to Mr. Booker for his thorough approach to the search, which elicited 102 responses. Mr. Booker thanked Mr. Sigman and Ms. Newman for their assistance.

**Financial report:** Mr. Booker reviewed the following financial reports (attached to these minutes):

- FY 2023 Operating Budget Year-end Consolidated July 1, 2022-June 30, 2023
- FY 2024 Operating Budget Consolidated
- FY 2024 Operating Budget Monthly Consolidated July 1-August 31, 2023

He noted that capital items were not removed from the FY 2023 year-end report, and that we received Delaware State University's payment for FY 2023 in FY 2024.

**Fundraising update:** Mr. Booker reported that a listener survey has been developed in hopes that it will help us generate new, more consistent, and value-laden messaging. To date, 308 responses have been received, with good representation from all three counties. Results to date indicate that 73% of respondents access DPM via our website. Mr. Booker thanked Mr. Brond for his assistance and for allowing us to use AB&C's survey platform.

Ms. Vincent reported that:

- The fall fund drive will begin October 9 for one week. She asked board members to let her know if they would be interested in filling on-air slots.
- A postcard mailing is planned for Dover and southern Delaware.
- The year-end fund drive will begin during Thanksgiving week, in advance of Giving Tuesday. We will be eligible once again for matching funds from Wyncote and NewsMatch.
- We are doing a 10,000-piece acquisition mailing.
- The "thank you Jane" campaign at the end of June raised \$10,000 from 45 donors.
- The "happy birthday DPM" campaign in August raised \$2,000 from 15 donors.
- We expect a \$25,000 grant from the Delaware Division of the Arts.
- We have applied to the Red Wagon Calagione Family Foundation to help fund the new production studio. We have submitted a \$50,000 request to Crystal Trust for moving-related expenses.
- We are submitted grant requests to Delaware Humanities for election coverage and Karl Lengel's travelogue project.

Mr. Booker noted that individual donations are running ahead of budget.

**Operations and facilities report:** Mr. Booker reported that conversations continue, and are heading in the right direction, with Delaware State University regarding our studio move.

We have submitted an application to the FCC to move our transmitter to the state of Delaware's communications tower behind Lake Forest High School in Felton.

**Strategic planning:** Mr. Farmer would like the board to undertake a strategic shift in how we generate goals. He proposed using a balanced scorecard approach, which incorporates four perspectives: financial, internal process, learning and growth, and customer. He will be working on this with Mr. Booker and Mr. Byrne, and he looks forward to gathering input from DPM staff. Mr. Farmer invited board members to let him know if they would like to help or be involved.

**Development/Marketing Committee report:** Mr. Sigman reported that this committee's activity is pending the arrival of the new development team.

**Upcoming meeting:** The next board meeting is scheduled for 12:00 p.m. on December 8, 2023.

**Adjournment:** On a motion made by Mr. Sigman and seconded by Dr. Varipapa, the board unanimously agreed to adjourn the meeting at 1:30 p.m.

Respectfully submitted,



Ellen J. Roberts  
Secretary, Delaware Public Media Corporation

Attachments:

1. Spotlight Delaware Partnership Deck
2. FY 2023 Operating Budget Year-end Consolidated July 1, 2022-June 30, 2023
3. FY 2024 Operating Budget Consolidated
4. FY 2024 Operating Budget Monthly Consolidated July 1-August 31, 2023



# SPOTLIGHT DELAWARE

Empowering Communities Through  
Independent Journalism

A project of the  
Local Journalism Initiative of Delaware



Local

Fact-based

Empowering

Community-centered

Collaborative

Independent

# VISION

A new **collaborative**, nonprofit newsroom to:

- Cover the impact of public policy on communities
- Empower people to influence policy decisions *before* they're made
- Elevate the voices of underserved and underrepresented communities



**Local**

**Fact-based**

**Empowering**

**Community-centered**

**Collaborative**

**Independent**

# POWERED BY THE COMMUNITY

GET INVOLVED »

From Claymont to Delmar, your voice matters.

Spotlight's strength is community input. It is only with your voice will we know where the story is, why it's important, and how we can make an impact together.



## THE ISSUES



### Government

Providing independent, nonpartisan coverage and analysis of Delaware's political landscape



### Education

Examining the performance of public schools and how the education system is impacting Delaware



### Land Use

Reporting on land development and its impact on housing affordability, public transportation, and the environment





**delaware online**  
PART OF THE USA TODAY NETWORK

**Cape Gazette**  
Covering Delaware's Cape Region



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# MODEL

**Provide free, platform-neutral, original content**

**Partner with newsrooms**

- Collaboration to address gaps
- Distribution

**Partner with the community**

- Co-created & responsive
- Distribution



# A COLLABORATIVE NEWSROOM

## HOW IT WORKS

**1** Partner with local news leaders and communities to establish the stories most in demand.

**2** Our team of local journalists produces high-quality content covering a range of local topics

Government | Education | Economy | Land Use

**3** We distribute our original content to partner newsrooms for free, enabling them to share relevant and engaging local news stories with their audiences for no cost.



# THE BENEFITS

Our newsroom partners can enhance their coverage, enrich their content offerings, and better serve their audiences.

## **Increased Revenue:**

By advertising and promoting sponsorships on our shared content, newsroom partners can boost their revenue while providing engaging local news to their local communities and audiences.

## **More Capacity:**

Newsroom partners will be able to better allocate their resources towards breaking stories while being provided with more nuanced, investigative reporting.

## **Free Access to Local Content:**

Newsroom partners have access to our in-depth stories, investigative reports, and multimedia content at no cost, enabling them to supplement their existing content with high-quality journalism.

## **Shared Resources:**

Newsroom partners can benefit from our expertise, resources, and tools, including data journalism and multimedia production, helping them to elevate their own reporting capabilities.



# PARTNERS

# COLLABORATION NATION

## IT'S WORKING

By working together, news organizations can expand both their resources and reach.



*"(NJ Spotlight) helps me to present a stronger package to my readers, to provide more in-depth content, so overall it makes the site more attractive. They're a really good resource in terms of content. On the rare slow days, it's great to have their content. And on the busy days, it's even better to have their content."*

-Kevin Loughlin, Morristown Green



*We work with Spotlight PA because our audiences values public service journalism in their lives. We believe that informed and engaged people build stronger communities, and Spotlight PA is one of our key partners that helps to provide this perspective through a Pennsylvania lens.*

-Ron Hetrick, WITF



*"Strong content is key to driving and sustaining reader revenue, which is more important than ever given the advertising economy. As our collaboration with Foothills has deepened, we have been able to provide a consistently more robust news report, delivered via multiple channels (print, web, newsletter, text)... I'm convinced the strong content has increased subscriptions and helped keep our renewal rate quite high."*

-Dennis Brack, Rappahannock Media



## Why this model?

The **community** told us:

- The status quo doesn't work. We want something:
  - Collaborative
  - Nonprofit
  - Empowering
  - Multiplatform
- Fill the gaps:
  - Demographic
  - Geographic
  - Issue areas

## THE TIMELINE:



## YEAR 3

Year 3 will mark a milestone in Spotlight Delaware's growth as we reach a full staff, with nine in the editorial team and six in operations and community engagement.

### Editorial Staff

- Editor in Chief
- Deputy Editor
- Lead Govt Reporter
- Deputy Govt Reporter
- Education/Schools Reporter
- Infrastructure/Land Use Reporter
- Business Reporter
- Criminal Justice Reporter
- General Assignment Reporter

### Business & Operations

- CEO/Director of Development
- VP, Development
- COO/CPO
- Audience/Membership/  
Partnerships/Community
- Design Director
- Operations Manager



A background image showing a group of diverse professionals in a meeting. A woman with dark curly hair is leaning forward, smiling, and pointing towards the left. Other people are visible in the background, some looking at her and others looking away.

# Contact Us

**Allison Taylor Levine**

President & Founder,  
Local Journalism Initiative of Delaware

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**DELAWARE PUBLIC MEDIA CORP.  
FY 2023 OPERATING BUDGET**

July 1, 2022 through June 30, 2023	<u>Actual</u>	<u>Budget</u>	<u>+/-</u>
<b>Revenue</b>			
Government Grants	341,533.00	340,000.00	1,533.00
Other Grants	223,000.00	194,500.00	28,500.00
University Sponosrship	114,000.00	189,000.00	(75,000.00)
Corporate Sponosrship	132,820.00	200,000.00	(67,180.00)
Individual Donors	157,758.00	190,000.00	(32,242.00)
Direct & Indirect Public Support	59,092.00		59,092.00
Other Revenue		2,500.00	(2,500.00)
Donated Professional Services	68,000.00		68,000.00
<b>TOTAL</b>	<b>1,096,203.00</b>	<b>1,116,000.00</b>	<b>(19,797.00)</b>
<b>Expenses</b>			
Fundraising	279,823.00	299,600.00	(19,777.00)
Programming	462,186.00	431,237.00	30,949.00
Administration	235,506.00	304,639.00	(69,133.00)
Contract Services	25,564.00	-	25,564.00
Mileage	778.00	5,000.00	(4,222.00)
Engineering & Facilities	111,044.00	164,114.00	(53,070.00)
Advertising & Marketing	130.00	-	130.00
Miscellaneous	5,214.00	-	5,214.00
Donated Professional Services	68,000.00	-	68,000.00
<b>TOTAL</b>	<b>1,188,245.00</b>	<b>1,204,590.00</b>	<b>(16,345.00)</b>
<b>NET OPERATING REVENUE</b>	<b>(92,042.00)</b>	<b>(88,590.00)</b>	<b>(3,452.00)</b>

**DELAWARE PUBLIC MIEDIA CORP.  
FY 2024 OPERATING BUDGET**

	<u><b>FY 24</b></u>	<u><b>FY 24 In-Kind</b></u>	<u><b>TOTAL</b></u>
<b>Revenue</b>			
Government Grants	355,000.00		
Other Grants	115,000.00		
University Sponosrship	189,000.00		
Corporate Sponosrship	216,500.00		
Individual Donors	172,000.00		
Direct & Indirect Public Support	9,000.00		
Donated Professional Services		64,000.00	
<b>TOTAL</b>	<b>1,056,500.00</b>	<b>64,000.00</b>	<b>1,120,500.00</b>
<b>Expenses</b>			
Fundraising	200,624.00		
Programming	465,958.00		
Administration	209,996.00		
Contract Services	30,000.00		
Mileage	1,200.00		
Engineering & Facilities	89,618.00		
Advertising & Marketing	105,000.00		
Donated Professional Services		64,000.00	
<b>TOTAL</b>	<b>1,102,396.00</b>	<b>64,000.00</b>	<b>1,166,396.00</b>
<b>NET OPERATING REVENUE</b>	<b>(45,896.00)</b>		<b>(45,896.00)</b>

**DELAWARE PUBLIC MEDIA CORP.  
FY 2024 OPERATING BUDGET**

July 1, 2023 through August 31, 2023	<u>Actual</u>	<u>Budget</u>	<u>+/-</u>
<b>Revenue</b>			
Government Grants	58,750.00	58,750.00	-
Other Grants	-	10,000.00	(10,000.00)
University Sponosrship	189,000.00	114,000.00	75,000.00
Corporate Sponosrship	45,621.00	22,500.00	23,121.00
Individual Donors	16,530.00	12,000.00	4,530.00
Direct & Indirect Public Support			-
Other Revenue	280.00		280.00
Donated Professional Services	4,207.00		4,207.00
<b>TOTAL</b>	<b>314,388.00</b>	<b>217,250.00</b>	<b>97,138.00</b>
<b>Expenses</b>			
Fundraising	44,964.00	24,650.00	20,314.00
Programming	64,831.00	81,780.00	(16,949.00)
Administration	39,520.00	37,167.00	2,353.00
Contract Services	5,000.00	5,000.00	-
Mileage	-	200.00	(200.00)
Engineering & Facilities	19,101.00	13,902.00	5,199.00
Advertising & Marketing	2.00	21,000.00	(20,998.00)
Miscellaneous	969.00	-	969.00
Donated Professional Services	4,207.00	-	4,207.00
<b>TOTAL</b>	<b>178,594.00</b>	<b>183,699.00</b>	<b>(5,105.00)</b>
<b>NET OPERATING REVENUE</b>	<b>135,794.00</b>	<b>33,551.00</b>	<b>102,243.00</b>