In response to the increasing need for balanced, comprehensive coverage of the First State’s unique issues, events, personalities, and culture, Delaware Public Media continued to grow in 2022.

We strengthened our team, added new partners, introduced new features, and launched a mobile app, making it easier than ever to access our programming no matter where you are.

Amid the demands of daily news reporting in a mid-term election year, we took time to celebrate our first decade of being on the air—and took action to set the stage for our second decade and beyond. The Federal Communications Commission renewed our license for another 10 years—and approved our plans to extend the reach of our radio signal, especially in Sussex County.

By supporting independent journalism, you help Delawareans get tuned in to solid facts, crucial insights, vital perspective, and enlightening conversations. Thank you!

Randy Farmer
CHAIRMAN,
BOARD OF DIRECTORS

Pete Booker
GENERAL MANAGER

2022 Highlights

- Celebrated “A Decade of DPM,” WDDE's 10th anniversary
- Introduced the DPM mobile app
- Debuted “A More Perfect Union,” a new Delaware Humanities podcast that explores identity and community perspectives in Delaware’s history
- Launched the weekly “Get to Know Delaware” landmark identification contest with the Delaware Heritage Commission
- Offered robust mid-term election coverage:  
  • Dedicated “Campaign 2022” website
  • Races to Watch and Candidate Conversations
  • Cosponsored the Delaware Debates with UD’s Center for Political Communication
  • Live election night coverage
- Expanded our high school partnerships by adding the Polytech School District
- Rebranded our twice-weekly email update as “DPM NOW” and added a third, “This Week on The Green”
- Hosted a visit from Sen. Chris Coons and NPR representatives
- Raised awareness with billboards up and down the state
- Helped launch the Delaware Journalism Collaborative as a founding partner
- Presented the Hometown Heroes Homey Awards ceremony at Wilmington’s Queen Theater
- Received FCC renewal of WDDE’s broadcast license until 2030
# DPM at a Glance

**Significant Digital Reach**

<table>
<thead>
<tr>
<th>Category</th>
<th>Impressions/Views/Visits/Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media impressions</td>
<td>1,380,300</td>
</tr>
<tr>
<td>Website page views</td>
<td>1,270,546</td>
</tr>
<tr>
<td>Website visits</td>
<td>977,493</td>
</tr>
<tr>
<td>DPM NOW electronic newsletters</td>
<td>337,360</td>
</tr>
<tr>
<td>Social media followers</td>
<td>14,845</td>
</tr>
</tbody>
</table>

**Nearly 1,450 First State-Specific News Stories**

- Politics, government, and elections: 23%
- Health: 17%
- Other matters: 14%
- Business and economic development: 12%
- Arts and culture: 10%
- Public safety: 8%
- The environment: 8%
- Education: 8%

### Award-Winning Journalism

**DELAWARE PRESS ASSOCIATION**
- 8 first-place and 30 awards total, more than any other entrant
- First-place awards for:
  - Reports on land use, historic preservation, climate change, and Afghan refugees
  - *A Matter of Facts* podcast
  - DPM's website
  - DPM’s Public Radio Music Day social media campaign

**CHESAPEAKE AP BROADCASTERS ASSOCIATION**
- 3 first-place reporting awards; 5 awards total

**NATIONAL FEDERATION OF PRESS WOMEN**
- 3 first-place reporting awards; 6 awards total

**DELAWARE TODAY BEST OF DELAWARE**
- Best Radio Station for News, Upstate
- Kelli Steele, Best Radio Personality
DPM is part of your community

Training Future Broadcasters

Partnerships with the Brandywine, Polytech, and Red Clay Consolidated School Districts put DPM in high school classrooms, and our collaborations with Delaware State University and the University of Delaware create opportunities for aspiring journalists at the collegiate level.

The 2021-22 school year marked our first with Polytech High School. We continued to work with students at Thomas McKean High School, where 88.1 FM WMHS simulcasts portions of our programming and hosts Hometown Heroes, and with students at Mt. Pleasant High School, two of whom were recognized in the National Federation of Press Women 2022 High School Contest.

The Green

Evoking the First State’s historical gathering places, The Green—our flagship program and most comprehensive coverage—is where issues and events that shape the First State meet in a digital magazine.

Each week, news director Tom Byrne curates a collection of news, commentary, and features like Arts Playlist, Enlighten Me, and A Matter of Facts, our Delaware Humanities podcast series. With 32+ years of experience as a Delaware journalist, Tom gives The Green a degree of depth, context, and perspective that is unmatched among Delaware media outlets.

In 2022, The Green’s reports on redevelopment of the Brandywine Country Club site, preservation efforts at Newark Union Church and Cemetery, and plans for the Cooch’s Bridge battlefield earned first-place awards from the Delaware Press Association.

Hometown Heroes

Hometown Heroes has given musicians and their fans from Delaware and neighboring states a place to connect for more than 22 years. Part of the DPM family since 2020, host Mark Rogers brings new and seasoned artists to the airwaves each week from the WMHS studios at Thomas McKean High School.

In 2022 we presented the 13th annual Hometown Heroes Homey Awards ceremony live on stage at Wilmington’s Queen Theater, where Mark honored the region’s best writers and performers in 28 categories. In October 2022, Mark’s contributions to the local music scene earned him induction into the Delaware Rock and Roll Society Hall of Fame.
A Decade of DPM

DPM marked WDDE’s 10th anniversary on August 17, 2022, with a day of special programming, including audio tributes and reminiscences, a video of the ribbon-cutting ceremony featuring then-Governor Jack Markell and other dignitaries, and a special retrospective edition of The Green. Here are some of the comments we heard that day.

“The radio signal was really critical for our growth as a news organization. We needed the signal to affiliate with NPR. What Delaware had prior to DPM was media built on unstable corporate philosophies or unstable economic drivers. We knew we were building stability by Delawareans for Delawareans.”

MICHELLE BOUDREAU
DPM’s first president, on adding radio to DPM’s livestreamed news service

“Our equipment failed, and we needed to update the system manually every 45 minutes, so Micheline and I took turns sleeping on the studio floor. We were like athletes who reach the point in a game when they say, ‘there’s no way we’re going to lose this game. Whatever it takes to win, that’s what we’re going to do.’ And that’s what we did.”

TOM BYRNE
News Director, on WDDE’s first night on the air

“The essential thing for any young journalist is to be exposed to the best. I insist my students listen to and model their work after NPR. We’re helping the next generation of journalists follow in the footsteps of NPR, and giving them the opportunity to work with the best at DPM is what pushes the needle from aspiring journalist to journalist.”

NANCY KARIBJANIAN
DPM co-founder, board member, and UD broadcast journalism instructor, on why education is such an important part of DPM’s DNA

“We’ve been a proud partner with Delaware Public Media since the beginning, because we believe in the power of knowledge to improve lives and strengthen communities. Through our partnership UD students have benefited from meaningful internships and jobs, and our whole state is better informed. On behalf of everyone at UD, congratulations to Delaware Public Media on your 10-year anniversary.”

DR. DENNIS ASSANIS
University of Delaware President

“Delaware Public Media serves this community and our student population in a way that drives action and thoughtful debate, which is exactly what we’re trying to teach our students regardless of their discipline. So to have Delaware Public Media here at this moment in time in our country is very, very important, and I see a long, healthy relationship for many years to come.”

DR. TONY ALLEN
Delaware State University President

“I would not be at WNYC if I hadn’t been at DPM. I believe the things we say during pledge drives. Public media is able to be independent because of the people who are listening to it and funding it.”

SEAN CARLSON
Former DPM All Things Considered host; current host, WNYC/WQXR News, New York Public Radio

“It’s more important than ever that we have independent journalism and reporters that are really passionate about their work. Public radio reporters and stations want to tell the story correctly and serve their audience.”

CATHY CARTER
Former DPM Morning Edition host; current reporter, WUSF Public Media in Tampa Bay
Your support makes all the difference

AstraZeneca • Bayhealth • Delaware Transit Corporation • Laffey McHugh Foundation • NewsMatch/
Institute for Nonprofit News • Welfare Foundation • Wyncote Foundation • 302 Strategies LLC

DPM is supported in part by a grant from the Delaware Division of the Arts, a state agency, in partnership with the National Endowment for the Arts. The Division promotes Delaware arts events on DelawareScene.com.

DPM is supported in part by a grant from Delaware Humanities, a state program of the National Endowment for the Humanities.

AARP Delaware • Artisans’ Bank • Delaware Electric Cooperative, Inc. • Delaware Health Information Network • Delaware State Housing Authority • DNREC • Enel Green Power/Kaoh Media • Freeman Arts Pavilion • Knight Foundation • The Music School of Delaware • Quality Insights

Autism Delaware • Biggs Museum of American Art • Delaware Agricultural Museum and Village • Delaware Alliance for Nonprofit Advancement • Delaware Art Museum • Delaware Breast Cancer Coalition • Delaware Museum of Nature & Science • Delaware Symphony Orchestra • Dover Motorsports • Episcopal Church of Delaware and delawarebeaches.church • Independence Public Media • Lewes Chamber of Commerce • Literacy Delaware • New Castle County • Schell Brothers • Spur Impact • UD College of Earth, Ocean & Environment • US Environmental Protection Agency

**FINANCIAL HIGHLIGHTS**

<table>
<thead>
<tr>
<th>For the 12 months ended June 30</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$362,798</td>
<td>$504,366</td>
<td>$363,907</td>
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<tr>
<td>Corporate sponsorships</td>
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<td>$119,279</td>
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<tr>
<td>University sponsorships</td>
<td>$189,000</td>
<td>$145,000</td>
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<tr>
<td>Contributions</td>
<td>$280,824</td>
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<tr>
<td>Other income</td>
<td>$576</td>
<td>$108,134</td>
<td>$134,540</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>$1,002,207</td>
<td>$1,062,272</td>
<td>$1,015,404</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For the 12 months ended June 30</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming</td>
<td>$710,087</td>
<td>$599,464</td>
<td>$632,795</td>
</tr>
<tr>
<td>Administration</td>
<td>$128,428</td>
<td>$113,218</td>
<td>$114,678</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$180,729</td>
<td>$133,128</td>
<td>$106,756</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,019,244</td>
<td>$845,810</td>
<td>$854,229</td>
</tr>
<tr>
<td>Surplus/(deficit)</td>
<td>($17,037)</td>
<td>$216,462</td>
<td>$161,175</td>
</tr>
</tbody>
</table>

Complete audited financial statements are available at delawarepublic.org/legal.

Delaware Public Media is news for people, not for profit.

We are Delaware’s only NPR affiliate— and the only noncommercial news media outlet dedicated to covering the First State. Founded as an online news service in 2009, we’ve been broadcasting on WDDE since 2012. Our award-winning reporting provides a perspective not consistently available from commercial or out-of-state news sources, and our partnerships with Delaware State University, the University of Delaware, and the Brandywine, Polytech, and Red Clay Consolidated School Districts create educational opportunities for journalism’s next generation.
Your investments inspire this team everyday

**NEWS TEAM**
Tom Byrne, News Director
Joe Irizarry, Afternoon Anchor/Reporter
Kelli Steele, Morning Anchor/Reporter
Mark Arehart, Part-time Reporter
Paul Kiefer, Reporter/Producer
Quinn Kirkpatrick, Part-time Reporter/Anchor
Kyle McKinnon, Reporter/Producer
Rachel Sawicki, Reporter

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