

2024 Delaware Press Association Awards: DPM is a big winner!

Name	Entry Title	Category
Byrne	A conversation with 2024 gubernatorial candidate Matt Meyer	30A - Radio
Byrne	The Green	31A - Radio
Kiefer	Housing advocates anticipate an undercount in latest survey of homelessness in Delaware	28A - Radio - Prepped Report
Kirkpatrick	Black Maternal Health	29A - Radio - Special Programming
Nagengast	How an aging population may affect Delaware's infrastructure	07G - Government or politics
Sawicki	Wilmington community gathers for MLK Day of Service, peace march	27A - Radio
Vincent	Delaware Public Media FY 2022 Annual Report	43 - Advertising Campaign
Jackson	Delaware Public Media FY 2022 Annual Report	43 - Advertising Campaign



Congratulations to all!



Delaware Public Media Corporation

Community Advisory Board Meeting, March 15, 2024

Meeting Minutes

Members attending the meeting: Meg Campbell, Leslie Cook, Larry Cook, Chris Degnon, Mike DiPaolo, Kathy Doyle, Loretta Edmondson, Mitch Edmondson, Dave McBride, Chuck Ward

Staff members: GM Pete Booker and Advancement Dir. Kiandra Parks

The meeting was called to order by General Manager Pete Booker at 9:06 AM

- I. **Welcome** – Mr. Booker began the meeting with a welcome to everyone.
- II. **December Meeting Minutes** – Mr. Booker mentioned the distribution of the minutes and asked for questions or comments. These minutes do not need to be officially approved by the group.
- III. **Fundraising** – Ms. Parks opened her report with comments on DPM's FY 23 Annual Report, which has been sent to all members of the CAB. In response to her question, a few members reported that they have received their hard copies. Ms. Parks was proud to inform the CAB that the annual report won the first prize as the Best Advertising Campaign in the annual Delaware Press Association contest. Each DPA category winner automatically qualifies for the National Federation of Press Women annual awards.

Ms. Parks went on to inform the group of a successful result in the recent "DoMore24 Delaware" 24-hour fundraising marathon. DPM had a goal of \$5,000. Ms. Parks developed an idea based on "Leap Day" in this Leap Year, asking for a "Leap of Faith" with leadership gifts to be received by February 29. The strategy was successful, as one \$2,000 gift led the way and we went into the beginning of the 24-hour period just below our goal. We finished with \$6,735.

Ms. Parks also reported on our year-end fundraising campaign that was very successful. As in past years, we had the opportunity to receive significant additional funding through our relationships and grants requests through INN (The Institute for Nonprofit News) that are supported by funding from the Miami Foundation and Wyncote Foundation. She presented the program and the numbers for what we believe is our best year-end drive ever. We finished with a total of \$86,827. In order to activate the matching funds mentioned above, we needed to reach a minimum Community Match of \$20,000. We surpassed that total, ending at \$24,254 which, when added to \$34,073 of listener and "member" donations, got us well past our goal of \$50,000 for that group. There is an infographic attached to this document that fully explains our success.

The CAB members were shown the top-line fundraising calendar for the remainder of 2024. That document is also attached here. Our primary fund drives are: Spring from April 28 to May 3; Fall Drive from October 14 to 18; Year-end from December 9 to 13. It should be noted that additional days may be added to these drives if needed. We have also planned three specialty fundraising events.

Mr. Booker reviewed our Corporation for Public Broadcasting (CPB) grants: the Community Service Grant of \$138,000 that comprises 12% to 15% of our funding, the

Next generation Warning System Grant of \$100,000 for new updated emergency broadcasting equipment, and the State-Government-Reporting grant that funds salaries, equipment and support material with the intention of improve the quality and amount of our state government and political coverage. We asked for \$200,000 to cover a variety of items. He also discussed our Delaware state government grants: our annual Grant-In-Aid request for funding that supports general operations. We have asked for \$250,000 for FY25 starting in July. Also we intend to submit a request to the Legislature for at least \$150,000 in Community Reinvestment Bond Bill funding for Capital projects as time, costs and our needs undergo ongoing change.

IV. Operations Reports

Mr. Booker opened this portion of the meeting by providing the details on the 8 awards that DPM won in the 2024 Delaware Press Association contest. We won more awards than last year and swept the radio awards. The individual rundown of awards and winners are attached to this document. The DPA is an affiliate of the National Federation for Press Women and all of these awards will be advanced into national competition. Congratulations to all and good luck.

The signal upgrade project continues to move more slowly than it rightfully should. We are still awaiting final antenna designs from two vendors. Once received and a winning design selected, we will submit the design and associated specs to the FCC for approval and to the State of Delaware Communications Division so that they can approve the installation of the physical structure on their tower at Felton. Mr. Booker stated that we are hopeful to have this project finished before the end of June, significantly later than we expected.

A reminder that the new signal will cover essentially all of Sussex County and a bit farther north in southern New Castle County. Meanwhile, we are still in our ongoing effort to find a signal that will cover all of northern New Castle County.

The CAB members were reminded about the major change in DSU senior administration last fall along with revisions in their master plan. We have finally broken through with some useful communication with the new members and hope to learn of some sort of progress soon. Meanwhile, we are continuing our engagement with University of Delaware with hopes of making progress in increasing our visibility on WVUD and helping the University deal with its stated financial concerns of late. Mr. Booker also reported that he attended a meeting with Delaware Tech present Mark Brainard and Wilmington University president Laverne Harmon and both are willing to discuss additional opportunities to collaborate with those institutions.

V. Financial Report

The following numbers were presented to the Cab: one set for our performance through February and second sheet containing year-end projections.

Financial Results Thru 2/29/24			
	Actual YTD	Budget YTD	Difference
Revenue			
Government Grants	269,383.00	269,363.00	20.00
Other Grants	68,000.00	45,000.00	23,000.00
University Sponsorship	189,000.00	189,000.00	-
Corporate Sponsorship	116,387.00	164,500.00	(48,113.00)
Individual Donors	101,219.00	105,000.00	(3,781.00)
Direct & Indirect Public Support			-
Other Revenue	11,198.00	33,715.00	(22,517.00)
TOTAL REVENUE	755,187.00	806,578.00	(51,391.00)
Contributions In-Kind	10,517.00	58,000.00	(47,483.00)
Expenses			
Fundraising	192,098.00	189,401.00	2,697.00
Programming	283,337.00	322,158.00	(38,821.00)
Administration	134,382.00	113,215.00	21,167.00
Contract Services	17,500.00	20,000.00	(2,500.00)
Mileage	-	800.00	(800.00)
Engineering & Facilities	72,186.00	59,730.00	12,456.00
Advertising & Marketing	45,845.00	72,000.00	(26,155.00)
Payroll Expenses	2,278.00	-	2,278.00
Donated Professional Fees	10,517.00	10,517.00	-
Miscellaneous	17,075.00	-	17,075.00
TOTAL EXPENSES	775,218.00	787,821.00	(12,603.00)
RETAINED EARNINGS	(20,031.00)	18,757.00	(38,788.00)

Mr. Booker noted that the revenue numbers through February reflect concerns with our “Corporate Sponsorship” (Underwriting) sales performance, which has been difficult and disappointing. Conversely, we are in good shape with our individual fundraising and we will be the beneficiary of two years’ payments from Delaware State University under our collaboration agreement, which will put us significant ahead of budget at year-end.

On the expense side, we are beginning to manage expenditures and cash flow decisions more closely. There are some timing expenditures that will catch up to us by fiscal year-end and we are also intentionally holding off on spending in multiple areas in our effort to assure a breakeven or better performance by year-end.

VI. Meeting Close

There being no new business or additional topics/questions of significance, Mr. Booker and Ms. Parks thanked the group for attending and for their service and reminded them of the upcoming 202 CAB meetings:

June 14, 2024

September 20, 2024

December 6, 2024

The meeting was adjourned at 10:08 AM.

Delaware Public Media Corporation

Community Advisory Board Meeting, December 1, 2023

Meeting Minutes

Members attending the meeting: Frankie R. Hill, Ken Grant, Mike DiPaolo, Leslie Cook, Larry Cook, Taylor Collins, Chuck Ward, Jane Vincent

Staff members: GM Pete Booker and Advancement Dir. Kiandra Parks

The meeting was called to order by General Manager Pete Booker at 9:00 AM

- I. **Welcome** – Mr. Booker reintroduced Director of Advancement Kiandra Parks to the group. Ms. Parks took over leadership of the meeting and welcomed the newest CAB member, Frankie R. Hill. Mr. Hill took a moment to introduce himself and thanked the group for welcoming him. Ms. Parks then asked the remaining members to introduce themselves. Each member provided a brief bio and rundown of their experience on the CAB.
- II. **Fundraising** – Ms. Parks reported that DPM has once again received up to \$23,000 in matching grants from the Newsmatch program and the Wyncote Foundation. Those grants are dependent on a minimum of \$13,000 raised in community fundraising efforts. We are once again incorporating that effort into our year-end fundraising campaign. We have asked the CAB and our Board of directors to combine to help us with a minimum of \$20,000 of support for our year-end Campaign. That includes \$5,000 from the CAB.

As we did in 2022, we are going to present a special Delaware Day campaign. The event was successful in '22 and we are looking to repeat that success this year. We are going to mark Delaware Day with an appearance from the publisher of Delaware Today. We were pleased to be a sponsor of the inaugural Mitchell Awards event celebrating those who are making a special effort to contribute to broader DEI in Delaware, and we are going to use that as one touchpoint of importance in our state's history.

Later in the day, we will welcome Delaware Historical Society Executive Director Ivan Henderson to discuss his relationship with Littleton and Jane Mitchell and provide more detail about their contributions as civil rights giants in Delaware. He will also discuss Cecile Steele, one of the first mass chicken producers in Delaware a century ago. Jane Vincent mentioned our previous airing of the "History Matters" series with the Society and felt that now would be a good time to renew that feature.

Ms. Parks discussed our latest promotional descriptor for our product, which is "Homegrown News" and that we want to focus on that concept during the drive, which will run on air through December 15th. As part of that effort, she asked Ms. Collins, an artist of local repute, if should again contribute holiday cards as a gift incentive for the drive. Ms. Collins suggested that she could also provide ornaments, which is something she has done in years past.

Ms. Parks also asked other CAB members to participate in on-air pitching during the Year-end drive. Our overall goal is \$50,000, so we need significant support in every way from as many CAB members as possible.

In other fundraising news, we are wrapping up the State of Delaware Grant-In-Aid request and submitting it today (11/30/23). We are asking for \$250,000 for FY25. We have revised part of the composition of the grant in which we are asking for two separate parts, each one representing specific proactive growth and development that will enhance our value as a source of help and information for Delawareans. Specifically, we are asking for an identified amount for two new programming initiatives: a daily business news feature and a monthly program that will feature places, organizations, and activities that many Delawareans may not know, but that provide great value and cultural importance to our state. It will include an educational/internship opportunity for student to participate in the development and production of the series. It's all part of our plan to put more Delaware into Delaware Public Media. Board member Mike Di Paolo noted our ongoing relationship with the Delaware Heritage Commission that includes our weekly Landmarks series.

One more 2024 feature will be our Campaign 24 election coverage that will once again be supported by a grant from Delaware Humanities. This will be an unusual year in Delaware with more races without an incumbent, so our coverage will be enhanced with additional debates and other features to reflect this very active year.

III. **Human Resources** – In addition to Kiandra joining our staff in September, we welcomed Sarah Petrowich to our news staff on October 2. She is serving as our state politics reporter.

IV. **Financial Report** – Here is a review of our FY24 Year-To-Date financial performance:

Financial Results Thru 11/30/23

	Actual YTD	Budget YTD	Difference
Revenue			
Government Grants	117,500.00	142,500.00	(25,000.00)
Other Grants	-	25,000.00	(25,000.00)
University Sponsorship	189,000.00	114,000.00	75,000.00
Corporate Sponsorship	63,420.00	86,500.00	(23,080.00)
Individual Donors	49,865.00	50,000.00	(135.00)
Direct & Indirect Public Support			-
Other Revenue	4,305.00	22,000.00	(17,695.00)
TOTAL REVENUE	424,090.00	440,000.00	(15,910.00)
Contributions In-Kind	10,517.00	-	10,517.00

Expenses

Fundraising	85,769.00	102,894.00	(17,125.00)
Programming	190,194.00	208,219.00	(18,025.00)
Administration	96,393.00	82,766.00	13,627.00
Contract Services	12,500.00	12,500.00	-
Mileage	-	300.00	(300.00)
Engineering & Facilities	50,968.00	36,815.00	14,153.00
Advertising & Marketing	36,346.00	48,500.00	(12,154.00)
Payroll Expenses	1,487.00	-	1,487.00
Miscellaneous	9,341.00	-	9,341.00
TOTAL EXPENSES	482,998.00	491,994.00	(8,996.00)
RETAINED EARNINGS	(58,908.00)	(51,994.00)	(6,914.00)

Mr. Booker commented on the year-to-date revenue performance by noting that it is a little down from budget due to timing and our not having received some expected large individual donations and not yet seeing some actual foundation grants that are coming.

On the expense side, we are running slightly under due to the later start of Kiandra Parks as Advancement Director and the continuing vacancy in the admin assistant position. Benefits are running over because of tripling of employees receiving them over last year. Engineering expense are running over budget due to some operating expenses associated with our Capital projects. That number will come down significantly throughout the remainder of the year.

Mr. Booker also commented on the drawn out and occasionally frustrating process of this year's audit that has been caused by the change in accounting/bookkeeping people in the middle of the last fiscal year and less-than-ideal communication in getting changed over. The audit is required by the Corporation for Public Broadcasting as part of their funding process. CPB funding makes up about 15% of DPM's total revenue, so it is important that we comply with their requirements. Pending timely completion of our audit and CPB review, we expect to see the first of two rounds of funding in January and the second in March.

V. Operations & Facilities

Mr. Booker explained that our signal upgrade project is moving ahead, albeit slowly. We are awaiting final antenna designs from two vendors. Once received and a winning design selected, we will submit the design and associated specs to the FCC for approval and to the State of Delaware Communications Division so that they can approve the installation of the physical structure on their tower at Felton. We are hoping for the final designs in January, which would allow us to begin construction in late February and be on the air by the end of April. When the new signal is on the air, we expect to see significantly improved coverage over essentially all of Sussex County and a bit farther north in southern New Castle County. At the same time, we are continuing our ongoing effort to find a signal that will cover all of northern New Castle County.

We have options with a few noncommercial facilities and possibly “translators” (low power FM rebroadcast signals) and we will follow up in hopes of eventually completing an agreement.

Our studio move on the DSU campus is still in the planning stage. There was a major change in DSU senior administration earlier in the fall along with revisions in their master plan. As of this meeting, we still expect to move to the Sports Annex building just off campus on College Road. In response to a question from Advisory Board member Mike DiPaolo, Mr. Booker explained that the current studio facility is essentially a Quonset hut with about 1100 square feet. The sports annex is a masonry building with about 1800 square feet. It is still not as large as would be ideal, but it will be a definite upgrade when it happens, which is still uncertain.

VI. Meeting Conclusion

Ms. Parks thanked Mr. Booker for his report and reminded the Board members of the dates for upcoming meetings. Advisory Board member Chuck Ward regarding our promotional plans for Delaware Day. He suggested online and print publications and possibly live appearances from Mr. Booker to help spread the word about the event and DPM in general, particularly through business communication channels. Mr. Booker responded that getting information out on digital and print channels are good in the six days remaining before Delaware Day, but he expressed less confidence in gaining access to live events. Mr. Booker did inform the club that for the first time in his tenure, he will be speaking to a Rotary club: the Dover Capital City club in late December. Beyond that, we plan to increase our proactive outreach in 2024. That will be in concert with a general refreshment and upgrade of our branding and positioning, both on the air and off, that will occur in the first half of the year.

Ms. Parks informed the group that she will reach out for their assistance during our year-end fund drive and Delaware Day. Additionally, she would appreciate any ideas and advice that Board members would like to share with her in her new role.

Ms. Parks and Mr. Booker concluded by wishing all CAB members a happy holiday season and wonderful New Year.

The meeting was adjourned at 9:59 AM.