YOU MAKE LOCAL JOURNALISM POSSIBLE
In 2021, the pandemic persisted. Economic pressures escalated. Uncertainty mounted. And, paradoxically, commercial news outlets in Delaware and beyond continued to consolidate and shrink their coverage.

Amid this shifting landscape, you turned to Delaware Public Media and tuned in to a wealth of stories impacting Delawareans around the state. Education and elections, the environment, water quality. Legislative highlights and news about area businesses. Delaware reactions to COVID and issues of social justice.

You tuned in to award-winning programs like *The Green*, new favorites like *Hometown Heroes*, and new features like *Living on Earth*, *The Moth*, *The World*, and *Inside Europe*.

And you found more ways to hear from DPM—on the air, on your computer, on your smart phone—and through a more active social media presence and e-news refreshed with a new name, *DPM NOW*. (A mobile app and an upgraded website are in the works.)

We can’t reflect on the past year without acknowledging partners new and old. You benefitted from our partnerships with the *Delaware State News*, Delaware Humanities, and UD’s Center for Political Communication. Delaware State University remains our home. And, in addition to underwriters, funding from federal, state, county, and other COVID relief programs helped us do more in 2021.

You, too, are one of our partners. Without your investment, you wouldn’t have been able to tune in to any of this—reporting stories of the day, adding new programming, supporting emerging journalists.

News, information, and content for Delawareans. It’s what you make happen. By supporting quality, independent journalism in the First State, you make it possible for DPM to be the place where Delawareans get tuned in today and into the future. Thank you!
You helped make this happen in 2021

### A Mix of First State News and the Best NPR Has to Offer

**Morning Edition**
with morning anchor Kelli Steele, 5:30–9:00 a.m. weekdays.

**All Things Considered**
with afternoon anchor Joe Irizarry, 4:00–6:30 p.m. weekdays.

### Programming with a Delaware Flavor and Focus

- **53** original episodes of *The Green*
- **49** original episodes of *Hometown Heroes*
- **8** Delaware newscasts each weekday
- **5** Delaware newscasts daily on weekends

### Nearly 1,800 First State-Specific News Stories

- 21% on COVID
- 14% on business and economic development
- 11% on arts and culture
- 12% on education
- 29% on politics, government, and elections
- 4% on other matters
- 9% on public safety and police reform

### Significant Digital Reach

- **1,575,000** website visits
- **2,021,600** website page views
- **241,100** DPM now electronic newsletters published
- **1,768,200** social media impressions
- **12,900** social media followers

### Four New National Programs Added

- *Living on Earth*
- *The Moth*
- *Inside Europe*
- *The World*

### You Made These Our Most Popular Tweets

**EXCLUSIVE:**
State lawmakers are looking to advance LGBTQ equity in the First State, with @SarahEMcBride announcing the formation of an LGBTQ legislative caucus.  #netDE #LGBTQ

"Families in rural communities will be able to access telehealth even if they struggle with reliable internet," state Sen. @SarahEMcBride.  “People with disabilities will face diminished barriers to care.”  #netDE @DelawareHealth1 @JohnCarneyDE

Spokespeople for both Sen. Tom Carper and Rep. Lisa Blunt Rochester of Delaware say the lawmakers are safe.
You told us *The Green* was one of your favorite programs

With more than 30 years of experience as a Delaware journalist—more than anyone else on the air today—Tom gives *The Green* a degree of depth, context, and perspective that is unmatched in local media.

Evoking the First State’s historical gathering places, *The Green* 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, features, and commentary, including these three human interest segments:

- **Arts Playlist**, with host Kelli Steele reporting on Delaware’s vibrant visual and performing arts scene.
- **Enlighten Me**, featuring topics explored by our news team, contributors, and students at our partner schools.
- **A Matter of Facts**, a podcast series we produce with Delaware Humanities on the challenges of separating news from opinion. This series won second place in the 2021 Delaware Press Association Communications Contest podcast category.

Serafin Summer Music returned from its COVID hiatus with a three-week Chamber Music Festival that featured groups of siblings.
We specialize in covering government and legislative matters, and elections and the political landscape dominated *The Green* in the first half of our 2021 fiscal year. Our “Races to Watch” series reported on candidates in 11 hotly contested races. Working with the University of Delaware Center for Political Communication:

- We aired a series of 24 *Candidate Conversations* with statewide primary and general election contestants.
- We coproduced the *Delaware Debates 2020* between the candidates for governor and the candidates for U.S. House of Representatives.

Among the non-political topics *The Green* covered in 2021 were reports on:

- Coronavirus trends, vaccine distribution, loosening restrictions, and workplace issues.
- The lawsuit seeking to overhaul Delaware’s school funding system to better assist disadvantaged students.
- Delaware State University’s acquisition of Wesley College; its selection as a member of the IBM-HBCU Quantum Center; and its collaboration with the Propel Center, a learning hub for the HBCU community.

*The Green* is sponsored in part by DANA, the Delaware Alliance for Nonprofit Advancement.

*Arts Playlist* 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.

Delaware Public Media’s 2020 election coverage was sponsored in part by AARP and Delaware Humanities. Delaware Humanities, a state affiliate of the National Endowment for the Humanities, thanks the Andrew W. Mellon Foundation and the Pulitzer Prizes for their generous support.

“**We are so fortunate to have such an awesome resource in our state. Thank you very much for all the marvelous programming, especially *The Green*.”**

ED & HEATHER CREGAR
Dover
During the pandemic, *Hometown Heroes*—the top showcase for music written and performed by Delaware Valley musicians for more than 21 years—did what it’s always done: give local artists and audiences a place to connect.

From the WMHS studios at Thomas McKean High School, host Mark Rogers interviews artists, plays their music, shares their stories, promotes their events, invites comments from fans—and presents the annual Homey Awards. After the pandemic preempted the Homeys in 2020, Mark held a virtual ceremony in 2021 and named winners for both years in 27 categories, including best song, performer, and music video across pop, rock, hard rock/metal, R&B, rap/hip hop, folk, country, and other genres.

One 2021 highlight was an interview with Jimmie Allen, a Milton native, chart-topping country music star, and “Best New Artist of the Year” winner at the 2021 CMA Awards. Jimmie was in the First State for a virtual benefit concert for Do More 24 Delaware. Delaware Public Media was one of the event’s media sponsors.

Looking forward, Mark says “Local musicians have told me the show has provided positivity and community during a time of isolation. I’m hopeful that we can get back to having in-studio guests again in 2022.”
In our Generation Voice program, high school students interested in careers in digital media work directly with our reporters to learn journalism ethics and basics like how to research and write stories, conduct interviews, and produce stories on radio and digital platforms.

We collaborate with the Brandywine School District and the Red Clay Consolidated School District to offer the Generation Voice curriculum at Mt. Pleasant High School and Thomas McKean High School, both of which have their own radio stations. The stations at these schools—91.7 FM WMPH and 88.1 FM WMHS—simulcast portions of our programming.

We provided six instructional sessions per week during the 2020-2021 school year. Most were conducted via Zoom instead of in person, in line with COVID restrictions. The pandemic dominated stories the students produced, five of which aired on The Green.

The lack of in-person instruction did not diminish the quality of work the students produced. Three Mt. Pleasant students scored a total of six awards in the 2021 Delaware Press Association High School Communications Contest. One student swept the Radio Prepared Report category, taking first, second, and third place with stories about volunteering during COVID, social emotional learning, and growing up mixed-race in America.

“Thank you, Delaware Public Media, for your preparation, hard work, instruction—everything you have done for these kids and this program.”

PAUL WISHENGRAD, Mt. Pleasant High School
Your support made a difference. Thank you!

302 Strategies LLC • Bayhealth • Delaware Humanities • Howard Lieberman, Wilkinson, Barker & Knaus, LLP • Report for America

AARP Delaware • Artsisans Bank • The Counting House Restaurant • Delaware Alliance for Nonprofit Advancement • Delaware Cardiovascular Associates • Delaware Electric Cooperative, Inc. • Delaware Health Information Network • DNREC • Homestead Gardens • NewsMatch/Institute for Nonprofit News • Wyncote Foundation • Your Part-Time Controller

Big Brothers Big Sisters of Delaware • Delaware Celebration of Jazz • The Music School of Delaware • National Public Media/Our Family Wizard • Provest Realty Associates • Spur Impact • UD Biden School of Public Policy • UD College of Earth, Ocean and Environment

Delaware Public Media 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.

### FINANCIAL HIGHLIGHTS

<table>
<thead>
<tr>
<th>For the 12 months ended June 30</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOME</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>$504,366</td>
<td>$363,907</td>
<td>$211,483</td>
</tr>
<tr>
<td>Corporate sponsorships</td>
<td>$95,426</td>
<td>$119,279</td>
<td>$133,817</td>
</tr>
<tr>
<td>University sponsorships</td>
<td>$145,000</td>
<td>$189,000</td>
<td>$189,000</td>
</tr>
<tr>
<td>Contributions</td>
<td>$209,346</td>
<td>$208,678</td>
<td>$142,491</td>
</tr>
<tr>
<td>Other income</td>
<td>$108,134</td>
<td>$134,540</td>
<td>$3,304</td>
</tr>
<tr>
<td>Total income</td>
<td>$1,062,272</td>
<td>$1,015,404</td>
<td>$680,095</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>For the 12 months ended June 30</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming</td>
<td>$599,464</td>
<td>$632,795</td>
<td>$549,120</td>
</tr>
<tr>
<td>Administration</td>
<td>$113,218</td>
<td>$114,678</td>
<td>$104,747</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$133,128</td>
<td>$106,756</td>
<td>$62,725</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$845,810</td>
<td>$854,229</td>
<td>$716,592</td>
</tr>
<tr>
<td>Surplus/(deficit)</td>
<td>$216,462</td>
<td>$161,175</td>
<td>($36,497)</td>
</tr>
</tbody>
</table>

Other income includes forgiveness of debt and conditional contribution. Complete audited financial statements are available at DelawarePublic.org/legal.
PRODUCER’S CIRCLE


ANCHOR LEVEL

Ria Allman, Ralph Begleiter, Pete & Susan Booker, Kim Brockenhorough, Thomas Byrne, Teresa Coons, Herbert Davis, Stephen Doggett, James McGiffen, Kathy Doyle, John & Rosemarie Eberly.


BROADCASTER LEVEL


REPORTER LEVEL


TECHNICIAN LEVEL


Italics denote donors who have supported us for at least five years. Bold Italics denote donors who have supported us since at least 2012.
DELAWARE PRESS ASSOCIATION

- 6 first-place awards and 27 altogether, more than any other entrant
- The top 2021 talk show honor went to the November 6, 2020, edition of *The Green*, an episode focused on the elections and COVID
- Other first-place winners were DPM’s website and reports on:
  - Delaware’s education funding lawsuit
  - Teacher pay in Delaware
  - Historic preservation in New Castle County
  - The racial injustice protest that drew a large crowd in Wilmington in June 2020

NATIONAL FEDERATION OF PRESS WOMEN

- 2 first-place awards:
  - Our report on the racial injustice protest that drew a large crowd in Wilmington in June 2020
  - DPM’s website
- 5 awards total
- Of more than 2,000 submissions, only 15% earned awards

DELAWARE TODAY

BEST OF DELAWARE 2021

- Best Upstate Radio Personality: Kelli Steele

CHESAPEAKE ASSOCIATED PRESS BROADCASTERS ASSOCIATION

- First place, Outstanding Public Affairs: *The Green*, “Races to Watch—2020 General Election”
- 3 awards total

"Clean edits, well-written and presented. It’s obvious a lot of planning and thought went into the series. Well done."

JUDGES, Chesapeake Associated Press Broadcasters Association Awards

Kelli Steele also has been named Best of Delaware’s favorite downstate reporter three times in the past.
Dennis Rochford, one of our founders, past board chair, and current board member, passed away suddenly in July 2021. The depth and breadth of his experience made him uniquely qualified to help us navigate the political landscape, steer us through funding challenges, and guide our growth. Denny’s substantial and significant contributions to Delaware Public Media are beyond measure, and we will miss his advice, counsel, wit, warmth, and friendship.
Delaware Public Media is:

- Delaware’s only NPR affiliate and noncommercial media outlet dedicated to covering the First State.
- A team of award-winning Delaware-based journalists committed to:
  - Reporting on Delaware’s unique issues, events, personalities, and culture.
  - Providing a perspective not consistently available from commercial or out-of-state news sources, particularly on legislative matters.
  - Upholding the highest standards of news gathering and reporting.
  - Collaborating with community partners and educators to train future journalists.

Delaware Public Media’s mission is to serve the public interest by providing unbiased news and information that informs, educates, and engages the citizens of Delaware. Founded in 2009 as Delaware First Media, we launched an online news service in 2010, and began broadcasting over 91.1 FM WDDE in 2012 from studios on Delaware State University’s Dover campus.

We blend content produced by NPR and other noncommercial media outlets with First State-specific news, features, and commentary produced in Delaware by our award-winning team of journalists. We also provide internships and other educational opportunities for students through partnerships with Delaware State University, the University of Delaware, the Brandywine School District, the Polytech School District, and the Red Clay Consolidated School District.

Delaware Public Media is owned and operated by Delaware First Media Corporation, a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code. All contributions are tax-deductible to the extent allowed by law. We follow NPR independent journalistic ethics, promoting accuracy, fairness, honesty, completeness, and transparency. A full statement is available at DelawarePublic.org.