



WITN22 Programming Update Report, June 3, 2021

Presented by Yesenia Taveras, WITN Station Manager

Programming Update

Programming is selected to benefit the overall City of Wilmington community. WITN provides video and audio content for two sectors: Government Programs and Community Programs. Our channel broadcasts live council meetings and proceedings, live mayoral events and announcements, public service announcements, emergency updates and an array of community events. In addition, our original television programs highlight the character of Wilmington's community and consist of the following:

- **2 Minute Drill:** Is a program specifically made for Council Members. The platform allows for Wilmington City Council members to address their constituents directly on updates and important issues concerning their district and their city.
Total 2 Minute Drill programs broadcasted between January 5 to May 31, 2021: 20
- **22News:** Is our City of Wilmington's news program that features stories that directly affects Wilmington and Delaware residents, giving viewers more than just the basic facts, but also the context surrounding important events, our city, government, community issues, and more. **Most Viewed 22News Video on Facebook in 2021:** "Four Women Training to Become Wilmington's Next Firefighters" posted on April 16, 2021 with 3,500 views and over 5,400 people reached. To view, visit <https://www.facebook.com/WITN22/videos/762319381135069/>
Total 22News programs broadcasted between January 5 to May 31, 2021: 37
- **22News On-the-Scene:** This program allows viewers to see an event, press conference or announcement from start to finish that's held in the community. Each one is broadcasted "Live" on the scene. During the 108th Session of Wilmington City Council, the first 22News On-the-Scene program aired on April 22, 2021.
Total 22News On-the-Scene programs broadcasted between January 5 to May 31, 2021: 8
- **Budget Hearings:** Each year, members of the Wilmington City Council review the City's proposed budget, and during public, televised budget hearings, listen to presentations from each department and ask questions about proposed spending plans. All budget hearings can be viewed on our www.witn22.org website by clicking the "Programs" tab first, then the "Committees and Commissions" tab, then the "Finance and Economic Development" tab.
Total Budget Hearings broadcasted between January 5 to May 31, 2021: 19

- City Council Regular Meetings and Committee Meetings:** All Wilmington City Council and Committee Meetings are broadcasted live on Comcast Channel 22 and are available online for replay at www.witn22.org **Most Viewed City Council Meeting on Facebook:** “Wilmington City Council’s first organizational meeting and swearing-in ceremony of the 108th Session” published on January 5, 2021 with 3,800 views and 13,516 people reached. To view, visit <https://fb.watch/5U80Ie0-NH/>
Total Regular Council Meetings broadcasted between January 5 to May 31, 2021: 10
Total Council Committee Meetings broadcasted between January 5 to May 31, 2021: 27
- President Ernest “Trippi” Congo Weekly Address:** The Weekly Address is a weekly speech by President Congo that addresses City resident’s with topics that affect all Wilmington residents.
Total President Weekly Addresses broadcasted between January 5, to May 31, 2021: 11

Department Performance

We have been increasing our number of regularly scheduled shows. The chart below outlines video programs produced by WITN employees per month. The chart does not reflect the content that is shared on WITN social media platforms by WITN employees or outside sources. For social media details, please refer to the attached document “WITN22 Social Media Statistics MAY 24, 2021.” The numbers below reflect the programs that broadcast on Comcast Cable Channel 22 (WITN22).

WITN Original Video Content Programming

Note: Excludes Social Media Posts

Year-to-date: January 5, to May 31, 2021 (Total 160)

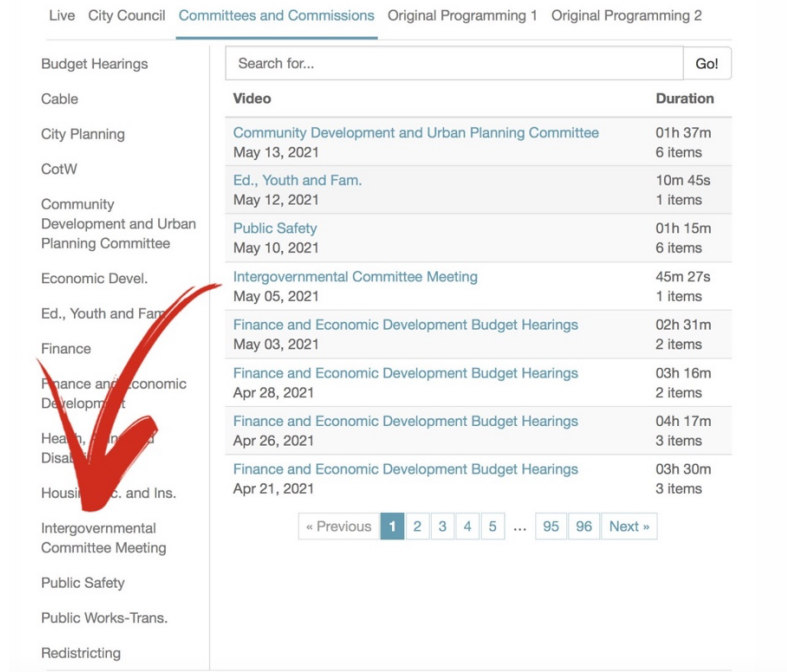
Title of Program	January 2021	February 2021	March 2021	April 2021	May 2021
2 Minute Drill	0	1	8	4	7
22News	9	5	7	6	10
22News On-the-Scene	0	0	0	1	7
Black History Month	0	18	1	0	0
Budget Hearings	0	0	0	17	2
City Council Committee Meetings	2	8	7	2	8
City Council Regular Meetings	2	2	2	2	2
COVID-19 Updates	1	1	0	0	0
Federal News	1	0	0	0	0
Mayor’s Budget Address	0	0	1	0	0
Need To Know	0	1	0	0	2
President Congo’s Weekly Address	0	0	3	3	5
PSA	0	0	0	0	1
Restore the Corridor	0	1	0	0	0
Total WITN Original Video Programs	15	37	29	35	44

News and Noteworthy Updates

- WITN employees have won multiple first, second, third, and honorable mention awards in the 2021 Delaware Press Association Professional Communications Contest. The full list of awards can be seen by visiting <http://delawarepressassociation.org/wp->

[content/uploads/2021/05/2021-Delaware-Press-Association-Communications-Contest.pdf?x19830](https://www.witn22.org/content/uploads/2021/05/2021-Delaware-Press-Association-Communications-Contest.pdf?x19830)

- WITN employees placed in the national competition of the National Federation of Press Women and awards will be announced on Friday, June 11, 2021.
- WITN Station Manager met with Swagit Productions, LLC to update the list of committee meetings on www.witn22.org by creating a new tab for City Council's Intergovernmental Committee Meeting.



Live City Council Committees and Commissions Original Programming 1 Original Programming 2

Budget Hearings Search for... Go!

Video	Duration
Community Development and Urban Planning Committee May 13, 2021	01h 37m 6 items
Ed., Youth and Fam. May 12, 2021	10m 45s 1 items
Public Safety May 10, 2021	01h 15m 6 items
Intergovernmental Committee Meeting May 05, 2021	45m 27s 1 items
Finance and Economic Development Budget Hearings May 03, 2021	02h 31m 2 items
Finance and Economic Development Budget Hearings Apr 28, 2021	03h 16m 2 items
Finance and Economic Development Budget Hearings Apr 26, 2021	04h 17m 3 items
Finance and Economic Development Budget Hearings Apr 21, 2021	03h 30m 3 items

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- WITN Station Manager met with our website developer, Digital Eye, LLC, to include its Comcast Program Schedule on www.witn22.org. WITN22 broadcasts 24 hours a day, 7 days a week. For a complete list of times programs air, visit <https://www.witn22.org/programs/program-schedule/>
- WITN Station Manager met with the City of Wilmington's IT Department to gain access to a server that was purchased, and not being utilized, during the 107th Session prior to the pandemic. Now, while working from home, WITN employees can access the server to upload and house video and photo files for proper storage of intellectual property.
- WITN staff biographies have been updated and included on www.witn22.org website.
- Deputy Station Manager has continued the partnership developed during the 107th Session of Wilmington City Council between WITN and New Castle Council. New Castle Council will utilize WITN for the streaming of their Council meetings, and they are in the beginning stages of installing Swagit.

- HVAC renovations are complete.
- Studio B renovations are complete, and it will be used for different shows and programs with the view of Freedom Plaza.





Best Regards,

Yesenia Taveras

Station Manager at WITN22

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City Council Website: www.wilmingtoncitycouncil.com

WITN22 Website: www.witn22.org