



EDtv

Watch. Learn. Grow

CVT Commission Meeting Presentation

June 22, 2023

OVERVIEW

Good Afternoon Commissioners,

Please forgive my absence as I have had an event planned for months and I was unable to change the date. That being said I humbly present this overview of EDtv, Wilmington's Educational Television network. Its been an interesting time since we last spoke, some good and some bad.

The bad news is that we had a flood in the studio during winter break which damaged a lot of equipment and some of the studio space. However since then we are slowly replacing our gear and the damaged space is giving way to a new podcast room that will provide hours of new and original programming from students, teachers, community persons and more.



OVERVIEW CONTINUED...

Other Good News...

Red Clay has a new Chief Communications Officer, Mrs. Alvetta Mobley.

Mrs. Mobley is bringing a fresh and invigorating creative rejuvenation to EDtv, with ideas on new content, branding, and community outreach. She is someone who really “gets it” and understands both the Wilmington and Educational communities at large and is excited to bring innovative and original ideas and content to the channel.



PROGRAMMING UPDATE:

- Schedule and Community Boards are updated daily
 - This Day In History (Video)
 - CNN Student News (Video)
- Schedule updated weekly
 - This Week at NASA
 - Educational Documentaries
 - Classic Cinema
 - Kids Fitness
 - Ted Talks
 - SciShow Kids programming
 - Momification – mindful topics for parents from a Red Clay Principal
 - Art Lessons
 - And much more...





learn•ED
Red Clay's Early Years Program

The Good Stuff



A RED CLAY
VIDEO SHORT

ORIGINAL PROGRAMMING UPDATE:

- learnED
 - New Topics being discussed for a new show to air in August
- Good Stuff
 - New end of year wrap up to air in July
- Various Short Originals
 - American Heart Health
 - Affinity Spaces
 - Ride For Newt
 - Many more...

WHAT'S NEW?

- A Decade Later...
 - Time to go big...
 - New Branding - New Content - New Ideas
- Education Station
 - Emmy Nominated content originator will be the backdrop for a new Speaker Series in the Fall.
 - Featuring leaders in education, community, the arts, politics, and more.
- Student Film Festival
 - Long overdue conceptual event in spring
 - Discussions with a board member and EDtv alum Moises Velazquez to hold in downtown Theater N at Nemours
- Casting Call
 - There will be a push in Red Clay and other school districts for new talent, concepts, show ideas, and programming





THANK YOU!

After a decade of running EDtv, we are looking forward to the year ahead with the same vim and vigor that we had on day one.

We have many ideas to expand the content and the outreach of the educational network to include many more individuals across Wilmington and New Castle Counties.

As we come to the end of our 2 year commitment for the education station and to this Commission we hope that we can pick up the option for another year because there is so much in the pipeline and we are anxious to share it with all of you and the surrounding communities.

We started this channel to educate and to entertain...we want to continue to do so ... to make you all proud and to hopefully provide a few more awards to put on the shelves.

As always we are thankful for your trust in us and hope to continue with this partnership in the future.

-Robert Markopoulos
Executive Producer, EDtv

