

# WE ARE BRIDGE BUILDERS

-IVAN THOMAS







DETV IS COMMITTED TO DELIVERING VITAL RESOURCES AND UNWAVERING SUPPORT TO UPLIFT OUR COMMUNITIES.





DETV IS COMMITTED TO DELIVERING VITAL RESOURCES AND UNWAVERING SUPPORT TO UPLIFT DIFFERENT COMMUNITIES.





# DETV'S MISSION

- Inspire our local community to stay educated and get involved in local affairs
- Encourage our residents to make their voices heard and embrace their creativity
- Impact the regional, and even national, perception of Delaware



## DETV'S SOCIAL MEDIA REACH

YOUTUBE

89,334K+
MONTHLY
VIEWS

**TELEVISION BROADCAST** 

338,896

TOTAL HOMES IN DELAWARE

**SOCIAL MEDIA** 

192,838

MONTHLY

DETV'S COMBINED SOCIAL MEDIA REACH PER 3 MONTHS:



8,647+ SUBSCRIBERS 268,002+ VIEWS

18,000+ FOLLOWERS 79,620k+ VIEWS



6,903+ FOLLOWERS 98,224+ VIEWS



23,224+ VIEWS



2,729+ FOLLOWERS 132,668+ VIEWS

VERIZON COMING SOON

### **OUR REACH**

Age Groups

Median age: 38.1

Age 18 - 64 69%

Under 18: 18%

65 & over: 13%

TELEVISION BROADCAST

338,896

HOME IN DELAWARE WITH COMCAST

\$79,686

**AVERAGE HOUSEHOLD INCOME** 

\$246,300

MEDIAN HOME VALUE

White 63%

African American 26.1%.

Hispanic 20,3%

**WILMINGTON** 

53,314

**NEW CASTLE** 

156,179

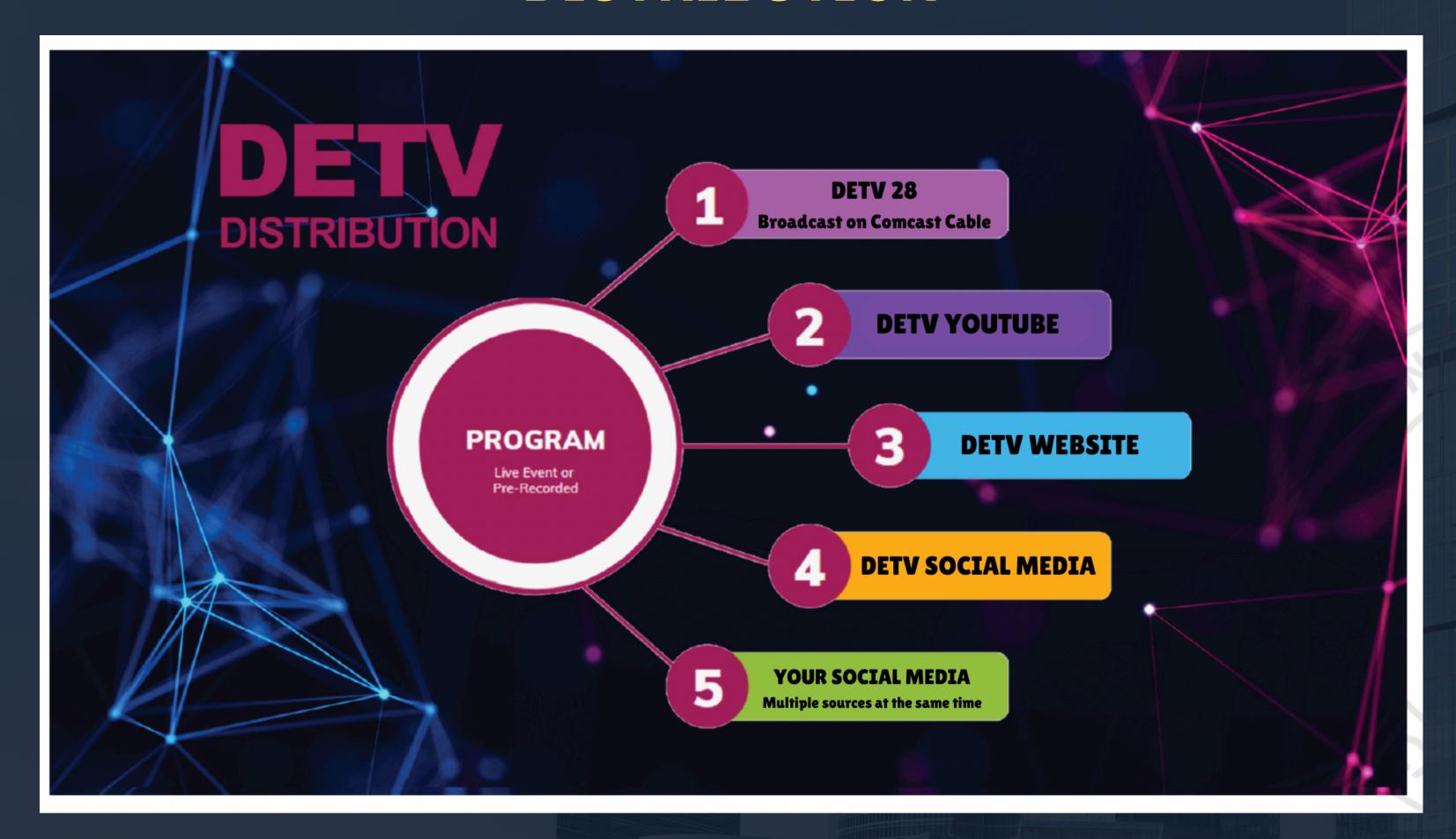
**KENT** 

53,943

**SUSSEX** 

52,745

### DISTRIBUTION

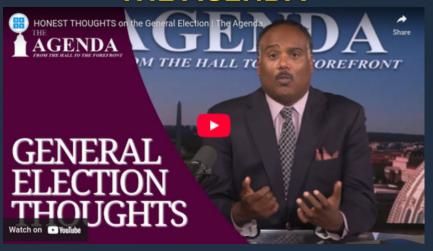


### **PROGRAMS**

#### **GOOD MORNING DELAWARE**



#### **THE AGENDA**



#### **EVERYWOMAN**



#### **DETV NEWS**



#### **DETV SPORTS**



#### **TYE TALKS**



#### **PAGING DR. CHANDA**



#### **ARTS ALIVE**



#### **MONEY MATTERS**



#### THE CHEF DANA SHOW



#### **DETV KIDS**



#### LIVE FUNDRASING EVENTS









# WE ARE BRIDGE BUILDERS

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Building a PBS-Style Station for Delaware "Connecting Communities, Empowering Change"



## WE ARE COMMUNITY FOLK

-YVETTE SANTIAGO

NEMOURS

## WHY DETV IS THE RIGHT PARTNER

- DETV IS DELAWARE'S ONLY HYPER-LOCAL TV STATION & CONTENT PROVIDER
- PROVEN TRACK RECORD OF AMPLIFYING COMMUNITY VOICES
- ALIGNED WITH BANK OF AMERICA'S MISSION TO DRIVE ECONOMIC MOBILITY AND COMMUNITY DEVELOPMENT.



## UNIQUELY SERVING COMMUNITIES

- CULTURAL RELEVANCE: PROGRAMS DESIGNED TO REFLECT THE VOICES, STORIES, AND NEEDS OF BLACK AND BROWN COMMUNITIES
- BUILDING TRUST: YEARS OF MEANINGFUL ENGAGEMENT WITH UNDERREPRESENTED GROUPS IN DELAWARE
- EQUITY-DRIVEN FOCUS: HIGHLIGHTING SYSTEMIC CHALLENGES AND PROVIDING PLATFORMS FOR SOLUTIONS
- ECONOMIC OPPORTUNITIES: SUPPORTING MINORITY-OWNED BUSINESSES AND NON-PROFITS THROUGH VISIBILITY AND RESOURCES



