



DETV: Operations Review – 2024-2025

1. Expansion of Programming & Content Production Over the past year, DETV has significantly expanded its programming lineup, reinforcing its position as Delaware’s premier broadcast and social media network.

New & Revamped Shows:

- **Good Morning Wilmington Now Good Morning Delaware:** Continued as a flagship morning show with expanded coverage and high-profile guests.
- **DETV News:** Enhanced focus on local reporting, now airing three times a week, with Real Life Prosthetics sponsoring the weather segment.
- **The Agenda:** A deep-dive political and policy talk show featuring discussions with lawmakers, policymakers, and community leaders.
- **Buenos Días Delaware:** DETV’s first Spanish-language morning show, catering to Delaware’s growing Hispanic community with news, culture, and lifestyle segments.
- **DETV Sports Show:** Reformatted into a high-energy, debate-style format focusing on Philadelphia sports, featuring Matt, Jason, and Nick as hosts.
- **Cooking Shows:** A new show launched to educate audiences on healthy alternatives to cooking and eating.
- **Every Woman Network:** A multimedia platform dedicated to women's issues, featuring in-depth discussions, panel conversations, and special initiatives that support women’s empowerment.
- **Delaware Fine Homes (In Development):** A real estate-focused show highlighting premium properties with local agents.
- **DETV’s Urban Experience (Launching 2025):** A show exploring urban culture, lifestyle, and underrepresented voices.
- **Non-Profit Collab**
- **DETV Health**

Special Segments & Initiatives:

- **Ask Leadership:** A new leadership series featuring in-depth conversations with industry executives.
 - **Scholarship TV Show (Upcoming):** Focused on guiding students and parents through college funding opportunities.
 - **DETV Faith:** A planned collaboration with “Those Baxters” to establish a Christian-focused content branch in Atlanta, working with other faith-based organizations.
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2. Community Impact & Public Service DETV has maintained its commitment to community service through public access initiatives and charitable efforts.

Major Community Initiatives:

- **Big Ive's Turkey Drive (Third Year Running):** Distributed 6,000 turkeys to families, senior high-rises, and Boys & Girls Clubs, with support from local politicians and businesses.
 - **Do More 24:** Annual telethon featuring grassroots nonprofits, helping them raise money for their organizations.
 - **Suicide Prevention Show:** Focused on mental health awareness in Delaware.
 - **Financial Literacy Show:** Partnered with financial institutions to educate the community on wealth-building strategies.
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3. DETV Network Expansions

Every Woman Network:

- DETV's first dedicated women's network, focusing on health, entrepreneurship, lifestyle, and leadership.
- Hosting live panel discussions, roundtable talks, and mentorship initiatives for women in business and leadership.
- A new headquarters grand opening is planned, making it a hub for women's media and empowerment events.

DETV Health & Wellness:

- A health-focused initiative providing programming on mental health, nutrition, fitness, and wellness education.
- Partnership with Delaware Behavioral Health, exploring innovative ways to incorporate expert-driven content.
- Upcoming mental health awareness campaign, highlighting local experts and resources.

DETV Arts:

- A new initiative supporting local artists, musicians, and creatives through media exposure and live showcases.
- Plans include artist spotlights, documentary features, and live performance broadcasts.



- Community partnership efforts to fund and promote arts education and cultural awareness.
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4. Strategic Partnerships & Sponsorships

Key Sponsorships:

- **Real Life Prosthetics:** Sponsoring DETV's weather segment.
- **DART Transit:** Collaborative promotions on community initiatives such as Stuff the Bus and Big I's Turkey Drive.
- **Delaware Health Equity Coalition:** Sponsored DETV's health and wellness programming.
- **Delaware Division of Small Business:** Supported business education programming.
- **State of Delaware:** DHSS

New Business & Advertising Ventures:

- **30-Day Comprehensive Commercial Package (\$12,000):** Offers a full suite of commercial production and broadcast services.
 - **Social Media & Digital Expansion:** Enhanced advertising for small businesses, focusing on underrepresented markets in Delaware.
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5. Growth in Audience & Distribution

Broadcast Expansion:

- DETV now airs on Comcast across Delaware, with potential expansion into other markets.
- Increased syndication: *Good Morning Wilmington* and *DETV News* have gained more traction.

Digital & Social Media Growth:

- **Facebook Group Reached 17,000+ Followers:** Exploring monetization strategies.
- **Multi-Platform Streaming:** Livestreams reaching up to 30 platforms simultaneously.



6. Corporate & Strategic Development

New Business Ventures:

- **Creation of DETV Creative Agency:** Aims to enhance advertising, marketing, and brand storytelling for clients.
- **Every Woman Headquarters Grand Opening:** Plans for a dedicated space for women's programming and community events.

Nonprofit & Government Engagement:

- **Public Access & Leased Access Management Agreement:** Strengthened DETV's role in operating Wilmington's public and leased access programming.
- **Potential Takeover of WITN:** Developing a strategic plan to expand DETV's presence statewide under a public-access model.

Organizational Growth:

- **CFO Appointment – Denia Wolfe:** Strengthened financial leadership.
- **Transition Plan for Executive Director Role:** Ivan Thomas planning to step down in six months, with Jamie Mitchell being groomed for leadership.

7. Fundraising & Major Events

- **New Year's Eve Party 2025 (Headliner: Adam Blackstone):** Seeking sponsorship and advertising.
 - **HBCU & Divine 9 Experience (October 2025):** A large-scale event featuring live performances, with ticketed admission.
 - **DETV Every Woman Fundraiser (November 15, 2025):** Silent auction and performances to support women's programming.
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8. Looking Ahead to 2025-2026

Planned Expansions:

- **Scholarship TV Show:** Aims to become a premier resource for college-bound students.
- **DETV Health & Wellness Network:** Dedicated platform for health-related content.
- **More Sports Coverage:** Expansion of coverage for local sports events and teams.

Innovation & Strategy:

- **AI & Content Repurposing:** Leveraging AI-driven social media distribution for DETV programs.
 - **Increased Sponsorship Outreach:** Focus on national brands and regional advertisers.
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9. Equipment Status Update

SUMMARY: Systems overall are running fine. No new update on the Lighting Board.

Telvue Hypercaster

- The system is running without issue. The unit has been in service for some time and looking at end of life expectancy should be a priority.

Tricaster 460

- The storage hard drive failed in 2023 and replaced by the DETV Engineering team.
- Currently the unit is being fitted with a new PSU due to a power surge that rendered the original PSU inoperable.

Studio Cameras

- JVC Pro GY-HM890CHU cameras are running fine. The cabling was replaced due to the move to 1105 Market Street.

Audio Board

- The loaned Allen & Heath GL3300 32 channel mixer has been running fine.
- This is not the City of Wilmington Property. This was brought in by DETV to enhance the audio quality of the productions.

Audio Snakes

- Snakes were replaced with new units once the gear was installed at 1105 Market.

**Microphones**

- New wired microphones were bought by the city in 2024 and are working properly.

ETC Lighting Board

- Hard drive failure is the cause.
- Currently controlling lights manually.
- Replaced August 2024

LaCie Big 5 NAS

The NAS Drive is not working.

Replaced in October 2024.

Conclusion The past year has marked tremendous growth for DETV, with expanded programming, stronger partnerships, and a deepened community impact. As DETV moves into the next phase, the focus remains on innovation, storytelling, and community empowerment, positioning the network as Delaware's most influential media platform.