

### Educational Objective and Programming Statement

Delaware First Media (DFM) is a non-stock, not-for-profit corporation chartered in the State of Delaware. DFM has obtained tax-exempt status from the Internal Revenue Service. DFM hereby attests that it shall operate station WDDE to provide a nonprofit and noncommercial broadcast service in accordance with Section 73.503 of the FCC rules.

#### **Formation and History**

DFM was founded in 2009 to create a new, statewide, nonpartisan, noncommercial educational news-and-information service to serve communities in the State of Delaware, a state which receives nearly all of its statewide news coverage from out-of-state broadcast and print media and which has suffered a severe contraction of local journalism, both in quality and quantity.

The company is headquartered in Delaware on the campus of the University of Delaware (UD). DFM collaborates with UD as a part of its commitment to community service and education.

DFM launched its online/mobile digital multimedia news operation, DFM News, in June 2010. In its first year of operations, DFM News has become a respected and reliable source of high-quality, high-integrity Delaware news. DFM News text, audio, and video news stories and commentary are available at [www.DFMNews.org](http://www.DFMNews.org).

The acquisition of WDDE will vastly expand DFM's news distribution and community service opportunities in Delaware, the only state that does not have its own NPR-affiliated radio station originating programming directly within the state. WDDE also will provide crucial and much-needed coverage of the state legislature in Dover.

#### **DFM's Mission**

A core component of DFM's mission is community service and educating the public: sponsoring live public meetings, forums, and debates and generating extensive interaction among local businesses, institutions, and citizens. DFM's first public event was Delaware Debates 2010, the state's premier congressional candidate debates. The events, co-hosted with the University of Delaware, included participation by CNN and coverage by roughly 80 media outlets worldwide—an early example of DFM's ability to deliver high-level educational forums.

#### **Proposed Programming**

DFM's mission is to provide Delawareans with balanced and in-depth coverage of national, international, and local news, information and culture through quality journalism and compelling storytelling that informs, educates, instructs, and inspires Dover and communities throughout

Kent County, Delaware.

Illustrative programs DFM hopes to air on WDDE include:

- NPR member station programming, home to award-winning national programs such as NPR's *Morning Edition* and *All Things Considered*
- Programming from other public broadcasting organizations, including American Public Media, Public Radio International, and BBC
- Professionally produced content with strong radio and digital media (online, mobile, social) platforms
- Possible partnerships with National Black Programming Consortium (NBPC), University: Station Alliance (U:SA)

Examples of original local programming DFM is planning to air include:

- Daily in-depth local news coverage: high-quality local segments and series to provide context to local issues and help the community engage and stay connected
- *Leg Hall Week*: weekly host-moderated program featuring one-on-one interviews with key lawmakers and officials, roundtables with regular political analysts, and invited commentaries
- *Vox Y*: professionally-produced daily call-in talk show reaching out to younger listeners across Delaware; student hosts work with and receiving training from professional producers to interview guests and take questions from callers on major news issues—through the lens of Generation Y
- Sports programming: a weekly roundup of Delaware professional, collegiate, and high school sports; and a weekly companion program focused on sports at Delaware State University (DSU) in Dover
- Political forums and debates: live, formal debates held at DSU for candidates for Delaware public office, open to the community and broadcast live
- Special programming: focusing on Delaware business and innovation, science and technology, arts and cultural communities, including possible partnerships with other Delaware educational, arts, governmental and corporate institutions