



WITN 22 November 2023 Programming Update

ONGOING PROGRAMS:

- Two Minute Drill
- 22 News
- Sights & Sounds
- Need to Know
- On the Scene
- Inside the District
 - Councilwoman Darby
 - Councilwoman Fields
 - Councilman Spadola

PARTNERSHIPS:

- State of Delaware
- New Castle County
- ChristianaCare – “For the Love of Health” Podcast
- Wilmington Public Library – Speaker Series
- Brandywine School District
- Wilmington Links

SPECIAL PRODUCTION OF VIDEOS FOR:

- Department of Human Resources
 - SHRM Conference
- Department of Parks & Recreation
 - PSAs
 - Parks & Rec Update
- New Castle County Property Reassessment
- Wilmington City Council Budget Process
- Judy Johnson Night
- Delaware Courts “Safe Surrender”

CITY COUNCIL & COMMITTEE MEETINGS:

- 54 Committee Meetings to date in 2023
- 21 City Council Meetings to date in 2023

NEW CASTLE COUNTY COUNCIL & COMMITTEE MEETINGS:

- 97 meetings to date in 2023

WEEKLY FEDERAL GOVERNMENT VIDEOS:

- NASA
- Justice Department
- Department of the Interior
- CDC

MESSAGE BOARD:

- Updated Daily
- New Highlighted Sections for:
 - Employment
 - Entertainment
 - Health
 - Traffic (Wilmington Street maintenance and closures)

SOCIAL MEDIA:

- WITN maintains YouTube, Facebook, Instagram, and Newsbreak pages/channels (stats attached)
- On YouTube alone, we’ve uploaded 180 videos to date in 2023, which doesn’t include additional content specifically made for Facebook and Instagram.



WITN 22 November 2023 Programming Update

FACEBOOK:

(January 2017 - November 2023)

FOLLOWERS:

2017: 892 + 4903 Since 2017

2018: 2,302 (FINISHED WITH)

2019: 3,420 EXCEEDED GOALS

2020: 5,232 (FINISHED WITH)

EXCEEDED GOALS + 1,766 Since 2019

2021: 6,334

2022: 6,588

2023: 6,852 (Current) REACH: 24,599

YOUTUBE:

(January 2017 - November 2023)

LIFETIME Views : 3.3 Million

LIFETIME Impressions: 21.5 Million

Average View duration: 4:23 minutes

Total Subscribers: 4,275

Subscribers (2017): 529

Total Videos: 4,700

TOP VIDEO VIEWS:

1) Joe Biden "Corn Pop: 2.1 Million

2) Texting & Driving: 169k (2013)

3) WPD Ride-along: 54k (2013)

NEWSBREAK:

(New for 2023)

Posts: 86

Followers: 573

LIKES/LAST 60 DAYS: 844 (+28.6%)

VIEWS/LAST 60 DAYS: 419.6K (+27.0%)

TOTAL views: 1.419 Million

INSTAGRAM:

2,187 Followers

2,215 Posts

FOLLOWERS ADDED:

2013=22

2014=61

2015=0

2016=0

2017=216

2018=652

2019=400

2020=530

2021=203

2022=103

2023=(2,954) NON-FOLLOWERS

KEY NOTES YOUTUBE GROWTH:

YouTube search: 41.5%

External: 29.5%

“YouTube recommending your content”

Suggested videos: 15.7%

Google Search: 44.2%

Facebook Search: 3.7%