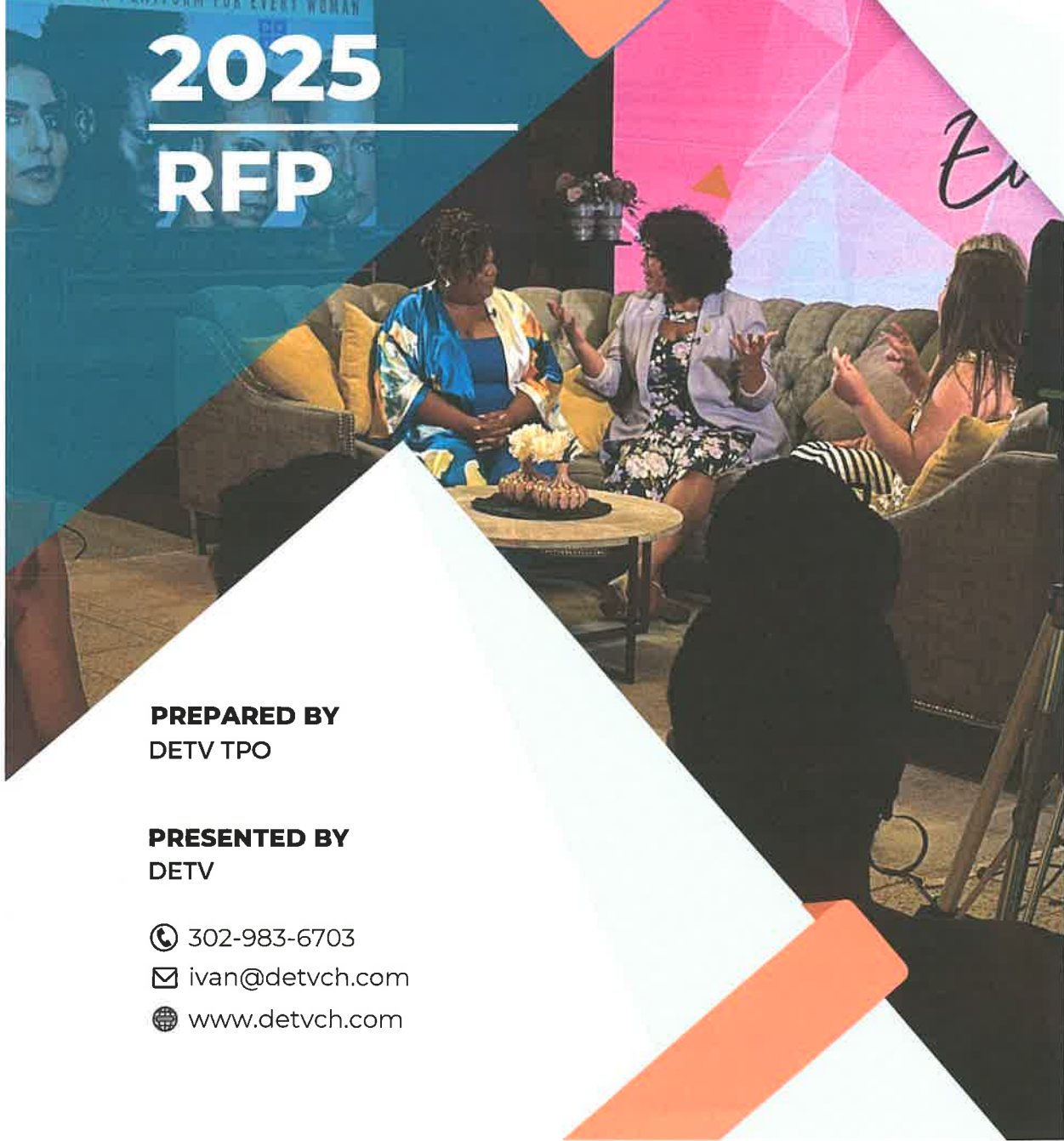




The DETV
Foundation

PROVIDING A PLATFORM FOR EVERY WOMAN

2025 RFP



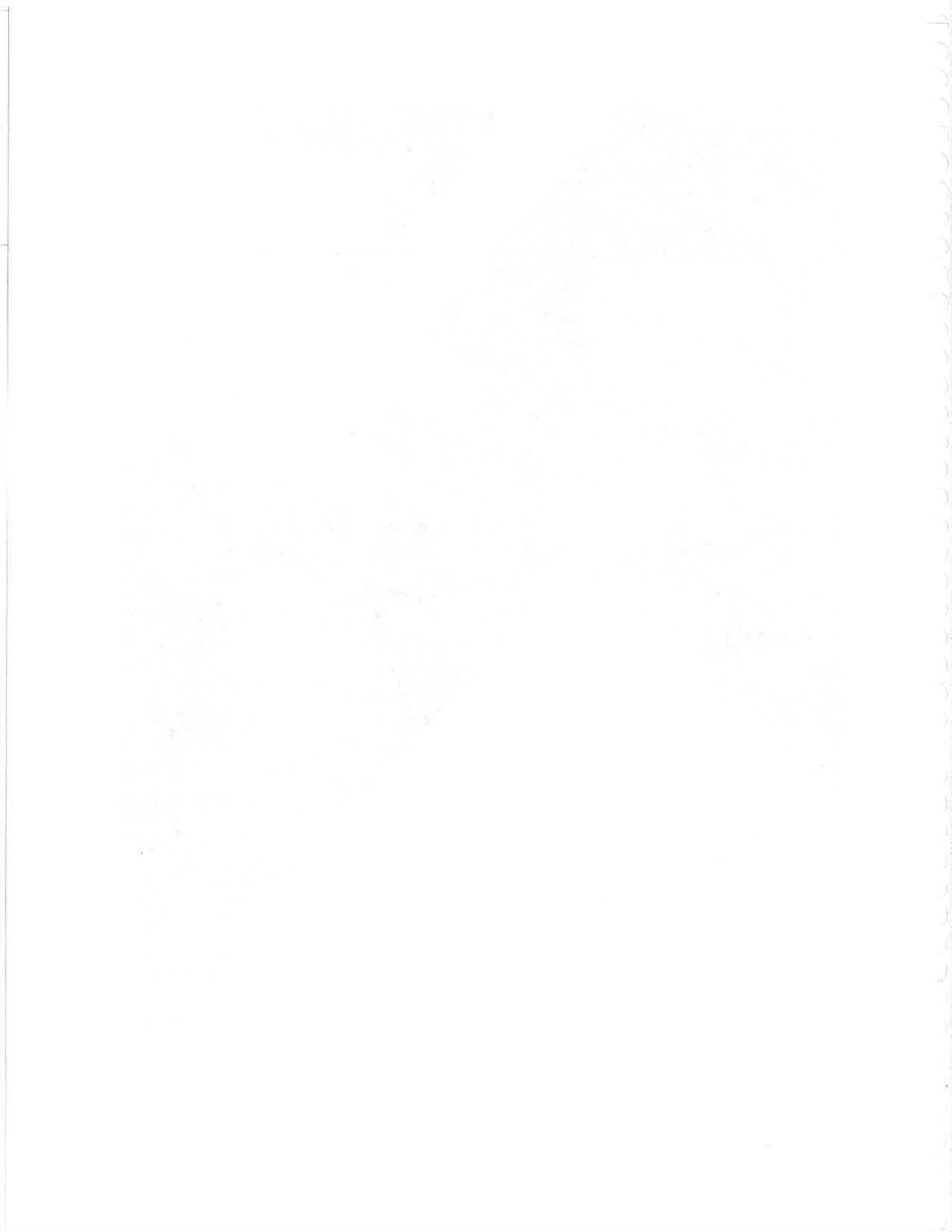
PREPARED BY
DETV TPO

PRESENTED BY
DETV

☎ 302-983-6703

✉ ivan@detvch.com

🌐 www.detvch.com



Ivan Thomas
Founder and CEO, DETV Foundation, Inc.
1105 N. Market Street, 3rd Floor
Wilmington, DE 19801
October 15, 2024

City of Wilmington
Public Access/Leased Access/Live Leased Access Committee
800 N. French St.
Wilmington, DE 19801

Dear Committee Members,

I am pleased to submit this proposal for DETV Foundation, Inc. to continue managing the Public Access/Leased Access (PALA) facility. DETV has proudly served as this facility's Technical Programming Operator (TPO) since 2019, ensuring that public access remains a critical resource for the Wilmington community. Our experience managing this PALA channel has allowed us to build strong relationships within the community, provide media training to residents, and create meaningful, high-quality programming that resonates across Delaware.

Our mission is deeply rooted in empowering the local community through accessible media. We offer training, tools, and platforms for individuals and organizations to express their voices, creating a sense of pride and ownership. As we continue in this role, our goal is to further expand the reach of the PALA facility, ensuring that it remains an inclusive space for creativity, expression, and learning.

With a vision to expand the platform's impact, DETV is committed to using its established infrastructure, expertise, and relationships to maintain and grow the PALA facility. We will continue providing residents access to advanced technology, professional guidance, and a platform to share their unique stories.

Thank you for considering our proposal to continue this important work. We look forward to contributing further to the success and growth of Wilmington's PALA facility.

Sincerely,
Ivan Thomas
Founder and CEO, DETV Foundation, Inc.
Email: ivan@detvch.com
Phone: 302-983-6703

Identity of Applicant

1. Please name all those who are submitting this proposal to manage the PALA facility and what role they will play in fulfilling its terms. Include each person's profession, current job title, current place of employment, address, telephone number, and email address.

Response:

Ivan Thomas
Founder and CEO, DETV Foundation, Inc.
1105 N. Market Street, 3rd Floor
Wilmington, DE 19801
(302)-983-6703
ivan@detvch.com

2. For each applicant named, please provide three professional references with contact information.

Response:

- a. **Dr. Aaron Bass**
 - **Job Title:** CEO at EastSide Charter School
 - **Company Name:** EastSide Charter
 - **Phone:** 302-299-9213
 - **Email:** aaron.bass@escs.k12.de.us
 - **Relationship:** Colleague
- b. **Lerrissa Boardley**
 - **Job Title:** Director Of Marketing
 - **Company Name:** Dart
 - **Phone:** 302-576-6016
 - **Email:** lerrissa.boardley@delaware.gov
 - **Relationship:** Colleague
1. c. **Christopher Pitt**
 - **Job Title:** CEO Pursuit to Own
 - **Company Name:** Pursuit To Own
 - **Phone:** 910-517-8787
 - **Email:** chris@pittpassdevelopmentgroup.com
 - **Relationship:** Project Partner

3. If there is more than one applicant, please explain how the applicants above are currently associated with each other.

N/A

Business Background/Financial Qualifications

4. **Please describe how the business that will manage the PALA facility or the business you are proposing to create to manage the PALA facility will be incorporated. Include some history about its formation. Include the business's by-laws and names of officers.**

Response:

DETV Foundation, Inc., founded in [year], is a 501(c)(3) nonprofit organization based in Wilmington, Delaware. Since 2019, DETV has been the award-winning Technical Programming Operator (TPO) for the PALA facility, where we have effectively managed public and leased access services.

Our station has received recognition for its excellence in media and community programming. Its mission is to provide affordable, accessible media platforms for individuals, nonprofits, businesses, and government entities. Through public broadcasting, educational media, and outreach initiatives, DETV ensures that all community members can express their creativity and make their voices heard.

We are governed by a board of directors consisting of local leaders and media professionals, ensuring our strategic decisions align with our core values of inclusivity and service to the public. Our continued management of the PALA facility will allow us to further expand our programming and deepen our community relationships, making the facility a vital resource for all Wilmington residents.

5. **Describe the mission of your business and how managing the PALA facility is in line with that mission. Include any notable projects that demonstrate how your company is a good fit for PALA management.**

Response:

The mission of DETV is to empower the community by providing an inclusive, accessible platform for individuals and organizations to share their stories, express creativity, and engage with important social, cultural, and educational topics. As an award-winning nonprofit media organization, DETV fosters a deeper sense of community pride by bridging gaps between diverse populations through positive multimedia programming and public access to broadcasting tools.

Managing the PALA facility aligns seamlessly with DETV's mission in several keyways:

a. **Community Access to Media:**

DETV is built on the foundation of providing public access to media, particularly for underserved communities. The PALA facility, which aims to provide affordable access to video production tools, equipment, and training, is a natural extension of this mission. As the current TPO since 2019, DETV has successfully managed public access to broadcasting, allowing community members to create, produce, and share content that reflects their unique perspectives.

b. **Media Training and Education:**

A core pillar of DETV's mission is to educate residents on the power of media. By managing the PALA facility, we can expand our media training programs, offering workshops and certification courses that teach individuals to create high-quality media

content. This empowers the public with the skills needed to use modern equipment and produce content that can be broadcast locally and beyond.

c. **Inclusive and Diverse Programming:**

DETV has always focused on creating content that represents the diversity of the communities it serves. Managing the PALA facility provides a platform for even more diverse voices to be heard, as it encourages residents from all backgrounds to create their own programming, including cultural content, community events, and educational resources.

DETV's experience managing media projects that serve the public demonstrates its capacity to successfully operate the PALA facility. Some notable projects include:

d. **Good Morning Wilmington:**

This flagship morning show highlights local news, community leaders, and topics relevant to Wilmington residents. It is a prime example of DETV's ability to produce high-quality, informative, and engaging content that resonates with the public. The show provides a platform for community members, government officials, and local organizations to discuss critical issues, further reflecting DETV's commitment to community engagement.

e. **Home SchoolED:**

In response to the educational needs of Delaware's youth during the COVID-19 pandemic, DETV launched "Home SchoolED," a program providing educational content for students learning from home. This project reflects DETV's adaptability and dedication to serving community needs, offering free access to educational resources at a critical time.

f. **The Agenda:**

A legislative review show that focuses on government policies and issues affecting Delaware residents. By producing content that educates viewers on important political topics, DETV has demonstrated its ability to create programming that informs and empowers the public, aligning with the goals of the PALA facility.

g. **Every Woman:**

DETV Every Woman is a dynamic platform dedicated to amplifying women's voices, experiences, and stories across Delaware and beyond. Focused on providing a space for empowerment, education, and conversation, Every Woman covers various topics, including health, wellness, entrepreneurship, personal growth, and community leadership. The show highlights inspiring stories from women of all backgrounds and walks of life, fostering a sense of connection and support among its audience. Every Woman serves as a television program and a vibrant community resource, encouraging women to share their journeys, access valuable resources, and engage in discussions that matter to them. By celebrating the achievements and addressing the challenges women face today, DETV Every Woman is a powerful tool for positive change and advocacy within the community.

h. **DETV News:**

DETV News is a trusted source of local news and information dedicated to informing the people of Delaware about the stories that matter most to their community. Focused on delivering accurate, timely, and in-depth reporting, DETV News covers a wide range of topics, including local government, education, health, community events, and more. With a commitment to transparency and public service, DETV News provides viewers with comprehensive coverage of the latest developments in Wilmington and surrounding areas, offering a platform for voices and issues that might otherwise go unheard. Through interviews, investigative reports, and live broadcasts, DETV News aims to connect the community by keeping residents informed and engaged with the important issues that shape their everyday lives.

i. **DETV Sports:**

DETV Sports is a comprehensive sports platform that covers local and regional athletic events, with a special focus on high school, collegiate, and community sports in Delaware. From in-depth analysis of major games to highlighting up-and-coming athletes, DETV Sports provides engaging coverage across various sports, including football, basketball, soccer, and more. The show is designed to showcase local talent, give voice to community sports programs, and bring viewers closer to the action with insightful commentary and exclusive interviews. DETV Sports also features discussions on major sporting events, focusing on how national and regional stories impact the local sports landscape. Whether celebrating victories or analyzing game strategies, DETV Sports is committed to promoting athletic achievement and fostering a deeper connection between sports fans and their community.

j. **Community and Nonprofit Support:**

DETV has collaborated with numerous local nonprofits, offering media support and coverage for their causes. Through programs and partnerships with organizations like the Delaware Health Coalition and other civic groups, DETV has helped raise awareness for important community initiatives, amplifying the voices of those who often lack access to large media platforms.

6. A qualified applicant will demonstrate to the city's satisfaction that it possesses the financial qualifications. Explain how you have the financial capacity to support the operating expenses of a PALA facility over the course of the first year. (See the Supporting Documents section for material required to be submitted).

Response:

DETV is confident in its financial capacity to support the PALA facility's operating expenses over the first year, based on a combination of revenue diversification, strong financial management practices, and existing partnerships that provide consistent funding streams. Below are the key elements that demonstrate DETV's ability to maintain financial stability and cover the required expenses for the facility:

a. **Revenue Diversification:**

DETV employs a diversified financial model, with multiple sources of revenue contributing to its operations which includes:

- i. ***Leased Access Fees:***

DETV has an established leased access program, where local businesses, nonprofits, and organizations pay for airtime and media production services. This consistent revenue stream helps offset operational costs and provides a reliable financial foundation for public access.
 - ii. ***Public Access Memberships:***

We offer affordable membership programs for community members and organizations to access media training, equipment, and production services. These memberships not only help fund facility operations but also engage the community and expand DETV's base of support.
 - iii. ***Advertising and Sponsorships:***

DETV has successfully secured sponsorships from local businesses and organizations, including partnerships with major entities like Real Life Prosthetics and Delaware Health Coalition. Advertising revenues from shows like Good Morning Wilmington also contribute significantly to the station's operational budget.
 - iv. ***Grants and Fundraising:***

DETV regularly applies for and secures grants from local and national foundations, government agencies, and corporate sponsors. These funds are often earmarked for specific projects but also support general operational expenses.
- b. **Existing Financial Partnerships and Support:**

DETV has established long-term financial relationships with community organizations, local government entities, and corporate sponsors. These partnerships provide consistent funding that covers a substantial portion of DETV's operating costs. For instance, ongoing sponsorship agreements with local businesses for advertising space help stabilize cash flow and mitigate risk. Additionally, DETV has secured multi-year grants that ensure financial sustainability.

c. **Sound Financial Management:**

DETV's financial operations are managed by a dedicated Director of Finance and Administration, who oversees all aspects of budgeting, accounting, and financial reporting. Our financial management practices include:

 - i. ***Detailed Budgeting:***

DETV has a robust budgeting process, ensuring that projected expenses for staffing, equipment, maintenance, and utilities are calculated and consistently monitored. For the PALA facility, a detailed line-item budget for the first year has been developed, accounting for all expected operational costs.
 - ii. ***Reserves and Borrowing Capacity:***

DETV maintains financial reserves that can be tapped into to cover unexpected costs or operational shortfalls. Additionally, we have access to lines of credit that can provide short-term financial liquidity if needed. This ensures that even in the

event of unforeseen expenses, DETV can maintain uninterrupted operations at the PALA facility.

iii. ***Previous Financial Performance:***

Over the past several years, DETV has demonstrated consistent financial growth and stability, as reflected in our audited financial statements (which will be submitted as part of the supporting documents). Despite the challenges posed by the COVID-19 pandemic, DETV adapted quickly and maintained its revenue streams through new programming and partnerships, highlighting the organization's resilience and ability to manage a PALA facility even in uncertain times.

d. **Cost-Control Strategies:**

DETV is committed to maximizing operational efficiency while maintaining high-quality services. We implement cost-control measures such as:

i. ***Efficient Staff Allocation:***

Our organizational chart shows a lean, effective team structure that allows for optimal use of human resources without unnecessary overhead.

ii. ***Equipment and Maintenance Management:***

We have established partnerships with suppliers and vendors to secure equipment at discounted rates and have put in place maintenance schedules that minimize costly repairs or equipment downtime.

Supporting Documents:

To further substantiate our financial capacity, DETV will provide the following materials in the Supporting Documents section:

e. **Audited Financial Statements:**

Showing assets, liabilities, and net income for the past two years, demonstrating our financial health and readiness to support the PALA facility.

Response:

Please see appendix A

f. **Documentation of Net Worth:**

Including our capacity to convert non-liquid assets into cash if needed, ensuring we have sufficient liquidity.

Response:

Please see appendix A

g. **Evidence of Reserve Borrowing Power:**

Documentation outlining our access to reserves and lines of credit to provide additional financial stability.

Response:

DETV has a Business Spending Account with American Express (No Limit Attached to Account)

h. **Letters of Commitment:**

From existing funders and sponsors confirming their ongoing support and partnership with DETV.

Response:

Please see appendix B

Management/Staffing Qualifications

7. Qualified applicants will demonstrate to the city's satisfaction that they possess the professional and technical qualifications to manage a PALA facility. Below is an overview of DETV's key team members and their qualifications in the relevant areas:

a. **Sales:**

The sales team consists of Ivan Thomas (CEO), April Johnson (Director of Operations), and Rodney Jones. This team brings extensive experience in generating revenue through advertising sales, sponsorship deals, and building strategic partnerships. They have successfully secured long-term partnerships with local businesses, nonprofits, and government entities, providing a strong foundation for the financial success of the PALA facility.

b. **Marketing:**

Marketing efforts are led by Ivan Thomas and Brandon Reed (Production Assistant). The marketing team is responsible for promoting the facility, driving community engagement, and expanding the audience through digital campaigns, social media, and local outreach initiatives. Their expertise ensures that the facility attracts a diverse group of community members and clients.

c. **Professional Video Production:**

DETV's full production staff is responsible for creating high-quality content across various media platforms. With Dennis Pritchett as the Chief Technician and Engineer, alongside a team of experienced producers, editors, and camera operators, the production department is well-equipped to manage all aspects of video production, from live broadcasts to post-production.

d. **Teaching Video and Media Production:**

DETV's full staff also handles media education. They offer community workshops, training programs, and internships, ensuring that local residents and organizations can learn the necessary skills to produce their own content. This aligns directly with the PALA facility's mission to educate and empower the public through media.

e. **Web Design/Social Media:**

The Web Design and Social Media efforts are managed by SD Weldon (Camera person and social media manager) and Kong (Editor). They oversee the facility's digital presence, including the website, social media channels, and online community engagement. Their

expertise ensures that the facility remains connected with its audience across all platforms, maximizing reach and accessibility.

f. **Business Management/Accounting:**

April Johnson (Director of Operations), Denai Wolfe (CFO), and Ivan Thomas manage the business operations and finances of DETV. Together, they ensure sound financial oversight, budgeting, and efficient management of resources. With Denai Wolfe's extensive experience as CFO, the team is well-equipped to handle the financial complexities of running the PALA facility.

g. **Contact with the Public:**

Public relations and community outreach are managed by Kencle Satchell, who serves as the main point of contact for the public. Kencle has a wealth of experience in fostering strong community relationships and ensuring that the PALA facility remains open, welcoming, and inclusive to all residents.

h. **Technical Expertise in Maintaining Equipment, Engineering a Studio, and Maintaining Equipment Inventory:**

Dennis Pritchett is responsible for maintaining all technical aspects of the facility. As the Chief Technician and Engineer, he oversees the inventory, repairs, and operations of the equipment and ensures that the studio is fully functional for public use.

i. **Technical Expertise in Managing a Video Playback Facility:**

Dennis Pritchett also leads the technical management of the video playback facility, ensuring that all content is properly scheduled, broadcast, and maintained to the highest standards.

PUBLIC ACCESS SERVICES - SCOPE OF SERVICES/POLICIES

8. Who do you foresee as being your clients, and how will you attract them?

Response:

DETV serves a diverse range of clients including community organizations, independent producers, educators, and local government agencies. The platform's community-driven focus naturally attracts these groups. DETV plans to retain and grow its clientele through targeted outreach, including educational workshops, partnerships with local institutions, and leveraging existing relationships with government entities.

9. What will the regular office hours of your public access facility be? What types of activities will the public and certified producers be able to do at the facility during those hours (use the studio, use post-production equipment, check out equipment, hold meetings). Will you accept walk-ins or will you have an appointment-only policy (describe).

Response:

The regular office hours of our public access facility will be Monday through Friday, from 9:00 AM to 6:00 PM, with extended hours available on evenings and weekends by appointment to accommodate special productions or community events. We recognize that flexibility is key in serving a diverse group of content creators, including community members, independent producers, and nonprofit organizations.

Activities Available During Office Hours:

During these hours, certified producers and public users will have access to a variety of resources and activities designed to support the creation, production, and dissemination of content. These activities include:

a. **Studio Use:**

Certified producers will have access to our fully equipped production studio, which includes multiple cameras, professional lighting, and sound equipment. The studio will be available for live broadcasts, recorded productions, interviews, and any other forms of media production.

b. **Post-Production Editing:**

Producers will have access to our post-production suites, which are equipped with industry-standard editing software (e.g., Adobe Premiere Pro, Final Cut Pro). These suites will allow producers to edit their content, apply effects, and finalize their projects with the guidance of our technical support team, if needed.

c. **Equipment Checkout:**

Certified producers and registered users will be able to check out portable production equipment, including cameras, microphones, lighting kits, and other relevant gear. We understand that not all productions can happen within the studio, so we offer a range of field production equipment for outside use. The equipment can be checked out during office hours and must be returned within an agreed-upon timeframe.

d. **Meeting and Collaboration Spaces:**

The facility will also provide meeting rooms and collaborative spaces where producers and community groups can brainstorm, plan productions, hold workshops, or meet with our staff for guidance on their projects. This space will foster creative collaboration and give community members a place to discuss ideas and strategies for their content creation.

Walk-ins and Appointments:

To ensure that all certified producers and public users receive the attention and resources they need, we will operate under a hybrid system that accommodates both walk-ins and appointment-based services:

e. **Walk-ins:**

During regular office hours, we will accept walk-ins for certain activities, such as general inquiries, quick studio tours, equipment checkouts (based on availability), and consultation with staff. Walk-ins will be accommodated on a first-come, first-served basis. However, priority will be given to certified producers who have reserved specific equipment or studio time in advance.

f. **Appointment-Based Services:**

For more involved activities, such as studio reservations, post-production suite access, and equipment training, we will require an appointment. This ensures that the necessary equipment and staff support are available to help producers create their best work. Appointments can be scheduled through our online booking system or by contacting the facility directly. We aim to maintain a welcoming and accessible environment while also ensuring efficient operations and maximizing resource availability for our producers.

10. Describe the staffing and policies you will put in place to ensure the facility is welcoming, safe, and visitors are treated with respect.

Response:

All staff undergo training in customer service and conflict resolution to ensure a welcoming, safe, and inclusive environment. Security protocols, ADA-compliant access, and visitor management systems will be in place to safeguard both visitors and staff.

11. Describe the media production training you would offer the community. Include the kind of training you would provide, the format of this training, the frequency of this training, certifications acquired and who would provide the training. Discuss any credit you might give to potential producers with previous experience.

Response:

DETV offers structured workshops for media production. These workshops include camera operation, editing, lighting, and sound. Training is provided through hands-on sessions, with certifications available for participants. Courses are offered on a quarterly basis, ensuring ongoing learning opportunities.

12. Describe the kind of equipment and facilities that would be available to public access users and under what conditions. Include in your discussion the certifications required and the length of time each type of equipment could be checked out.

Response:

DETV's equipment includes professional-grade cameras, lighting kits, sound equipment, and editing suites. Equipment can be checked out for up to 48 hours, and certified users have access to the studio for longer production sessions as needed.

13. Describe any media production services you plan to provide to the community. At DETV, our commitment to public service and community engagement is reflected in the media production services we offer. Our goal is to empower individuals, organizations, and underserved groups by providing access to professional-grade tools, expert guidance, and platforms that allow them to tell their stories and contribute to public dialogue. The following are the core media production services.

DETV plans to provide to the community:

Response:

The following are the core media production services DETV plans to provide to the community:

a. **Professional Studio Access**

- i. One of the cornerstones of our media production services is providing public access to a fully equipped studio. Community members will have the opportunity to create high-quality content in a professional environment, utilizing:

1. Multi-camera production setups for live or recorded broadcasts.
2. Advanced lighting and audio equipment to ensure a polished and professional look and feel for their projects.
3. Green screens and set design options for customized, high-impact productions.

This space will be available to individuals and organizations looking to produce local shows, community discussions, public service announcements, and other forms of media.

b. **Post-Production and Editing Services**

We recognize that the creation of content doesn't end when the cameras stop rolling. DETV offers post-production services that include access to state-of-the-art editing suites and experienced technical staff who can assist in refining content. Our post-production services cover:

- i. Editing Suites equipped with industry-standard software such as Adobe Premiere Pro and Final Cut Pro, enabling community members to craft polished and professional videos.

- ii. Graphics, Sound, and Special Effects: Producers will have access to tools for adding titles, graphics, animations, and sound mixing to elevate the quality of their productions.
- iii. Expert Guidance: DETV staff will provide training and support for those who may be new to editing, ensuring that everyone can produce professional-quality content regardless of experience.

c. **Equipment Checkout for Field Productions**

Understanding that not all productions happen within the studio, we offer a comprehensive equipment checkout program that allows qualified community members to produce content in the field. This includes:

- i. High-Definition Cameras for capturing quality video outside of the studio.
- ii. Portable Lighting and Audio Kits to ensure professional sound and lighting on location.
- iii. Technical Training for individuals on how to operate the equipment effectively.

These resources are essential for community members covering events, producing documentaries, or creating on-the-ground content that reflects local stories and voices.

d. **Training and Educational Workshops**

At DETV, we believe in building capacity within the community through media literacy and production skills. To support this mission, we offer a range of media training and educational workshops:

- i. Video Production 101: Introductory workshops that cover the basics of camera operation, lighting, sound recording, and production planning.
- ii. Editing and Post-Production: Classes on how to effectively use editing software to enhance content and create professional-looking media.
- iii. Media Literacy and Storytelling: Workshops focused on helping community members develop compelling narratives and understanding the role of media in shaping public opinion and culture.
- iv. Certification Programs: Regular training sessions that offer certifications, enabling community members to use more advanced equipment and facilities.

e. **Public and Community Programming Support**

One of our most important services is to provide support for community-based programming, enabling local organizations, nonprofits, and individuals to create content that serves the public interest. Our support includes:

- i. Public Service Announcements (PSAs): Helping nonprofits and community organizations create PSAs to raise awareness about local initiatives, health campaigns, or social services.

- ii. Educational Programming: Offering media support for local schools, colleges, and universities to produce content that fosters learning and public education, including partnerships with educators to create curricula-based media.
- iii. Civic and Government Programming: Working with local government officials to broadcast public meetings, town halls, and legislative updates that keep the community informed and engaged with civic life.

f. **Community Collaboration and Content Development**

DETV is dedicated to fostering collaborative content development with local creators, activists, and thought leaders. We will provide consulting and mentorship to help community members develop and refine their ideas into fully realized productions. This includes:

- i. Content Strategy and Development: Guidance on conceptualizing, planning, and scripting content that aligns with public broadcasting standards while amplifying local voices.
- ii. Collaborative Programming: Working with community groups to co-produce content that addresses critical issues such as education, public health, social justice, and local government.

g. **Distribution and Broadcasting Platforms**

One of the key services we provide is ensuring that community-produced content reaches a broad audience. DETV offers a multifaceted distribution strategy that includes:

- i. Local DETV Broadcast: Community content will be aired on our local DETV station, providing wide exposure to the public and ensuring that local stories are shared with a broad and diverse audience.
- ii. Digital Streaming: All community-produced content will be made available through our digital streaming services, allowing for on-demand access across devices. This ensures that local content reaches audiences beyond just traditional TV viewers.
- iii. Social Media Integration: We assist community members in adapting their content for social media platforms, helping them to engage with younger and tech-savvy audiences. This includes content customization for platforms like YouTube, Facebook, Instagram, and more.

14. Describe your policy for scheduling public access programming produced at the facility versus programming not produced at the facility. Describe your policy for scheduling programming that is produced by Wilmington residents, versus programming that is not produced by Wilmington residents and the differences reflected in fees and pricing.

Response:

As DETV, we prioritize creating an inclusive and community-driven platform for public access programming. Our scheduling policy reflects our commitment to supporting Wilmington residents and providing a space for a diverse range of content. Below is our detailed policy for

scheduling public access programming produced at the facility, versus content produced externally, as well as our approach to Wilmington residents' programming and how it differs from non-local content.

Policy for Scheduling Public Access Programming

a. **Public Access Programming Produced at the Facility**

At DETV, we encourage the use of our facilities by the local community. We offer studio space, equipment, and post-production services to certified producers who want to create content onsite. Priority scheduling is given to public access programming produced at our facility for the following reasons:

i. ***Quality Control:***

By producing content at DETV, we can ensure that all technical standards (audio, video, lighting) meet our broadcast specifications, providing the highest quality for both the producer and the audience.

ii. ***Accessibility:***

Wilmington residents, local nonprofits, and community organizations that use DETV's facilities are provided with a discounted fee structure, making it more affordable to produce high-quality media content.

Public access programming created at DETV will receive first priority in our scheduling system for both live broadcasts and pre-recorded content. We strive to ensure that local voices are amplified and given prominent airtime on DETV's public access channel.

b. **Programming Not Produced at the Facility**

DETV also accepts content produced externally by individuals, organizations, and producers who may not have used our facilities but wish to broadcast their programming through our platform. For programming produced offsite, the following guidelines apply:

i. ***Technical Standards Review:***

All externally produced content will go through a quality review process to ensure it meets the technical standards required for broadcast. Producers will be notified of any adjustments needed to meet DETV's technical guidelines.

ii. ***Scheduling Based on Availability:***

While we make every effort to accommodate externally produced content, scheduling priority is given to content created at DETV. Externally produced content will be scheduled during available slots after all locally produced content has been prioritized.

c. **Fee and Pricing Structure for Externally Produced Content:**

i. ***Higher Fee Structure:***

Content produced outside the facility will incur a higher fee than content produced at DETV. This is to incentivize local creators to use our facilities, and to account for additional administrative and technical review processes.

ii. ***Tiered Pricing:***

Externally produced content will be priced based on factors such as length,

frequency of broadcast, and demand for airtime. Producers can choose from various packages depending on how often they wish their content to air.

d. **Policy for Wilmington Residents vs. Non-Wilmington Residents:**

DETV is deeply committed to supporting local content creators. As a result, we offer distinct scheduling and pricing policies for Wilmington residents versus non-residents:

e. **Wilmington Residents**

For Wilmington residents, our policy is designed to encourage more local content creation and to ensure their voices are heard:

i. ***Priority Scheduling:***

Wilmington residents' programming will always receive scheduling priority, whether the content is produced at DETV or externally. Our goal is to support and uplift the voices of the Wilmington community.

ii. ***Reduced Fees:***

Wilmington residents benefit from a reduced fee structure for both studio use and airtime scheduling. This discount is provided to ensure that financial constraints do not hinder local creators from accessing our public access platform. For instance, Wilmington-based nonprofit organizations may receive additional fee waivers or discounts for public service announcements and educational programming.

f. **Non-Wilmington Residents**

non-Wilmington residents are welcome to submit content for broadcast on DETV. However, the following policies apply to programming created by non-residents:

i. ***Scheduling After Wilmington Content:***

While we encourage diverse content, programming produced by non-residents will be scheduled after Wilmington-based content has been prioritized. We aim to ensure that local content occupies majority of our programming schedule.

ii. ***Standard Fees:***

non-Wilmington residents are subject to the standard pricing structure, which is higher than the reduced rates offered to Wilmington residents. This reflects our commitment to prioritizing and promoting local content creation.

15. Describe your policy toward program underwriting as obtained by either the access produced or the TPO.

Response:

At DETV, program underwriting is an essential component of funding community programming and supporting local producers. We allow underwriting to be secured by either the access producer or DETV as the Technical Programming Operator (TPO). Here's how the policy works:

a. **Producer-Obtained Underwriting:**

Access producers are permitted to seek their own underwriting to support the costs of production. Producers must disclose their underwriting agreements to DETV to ensure

that all content complies with public access guidelines and ethical standards. All underwriting must be transparent and adhere to FCC regulations for non-commercial broadcasting, meaning that underwriters can be acknowledged but cannot provide direct advertising (i.e., calls to action or price promotions).

b. **DETV-Obtained Underwriting:**

As the TPO, DETV actively seeks underwriting opportunities to support station operations and local programming. When DETV secures an underwriter, the underwriter's credits will be displayed on relevant programming as permitted by the FCC. The financial support gained through DETV's underwriting will go toward operational costs and keeping production fees affordable for the community.

c. **Balance of Control:**

Whether the underwriting is secured by the producer or DETV, all sponsors must align with the station's mission to serve the public and foster community engagement. DETV retains final approval of all underwriting arrangements to ensure consistency with public access standards.

16. Describe how the technical quality of the programming on the channel will be maintained. Include in your discussion what your programming technical guidelines will be and how they will be enforced and how you will encourage producers to meet them.

Response:

To maintain the highest technical standards for programming aired on DETV's channels, we enforce the following programming technical guidelines:

a. **Technical Guidelines:**

i. ***Resolution:***

All submitted content must be in a minimum resolution of 1080p to ensure broadcast-quality visuals.

ii. ***Audio Levels:***

Programs must maintain consistent audio levels, ensuring clarity and no distortion. Audio should be mixed to broadcast standards (generally -24 LKFS).

iii. ***File Formats:***

Acceptable file formats include MP4, MOV, and ProRes to ensure smooth integration into our playback system.

iv. ***Duration and Timing:***

All programs must meet the scheduled duration with appropriate cues for commercial breaks or transitions (if applicable). Programs must begin and end at predetermined times, as precise scheduling is critical for maintaining a consistent broadcast flow.

b. **Enforcement:**

i. ***Pre-Screening:***

All content submitted to DETV will be pre-screened for technical quality before

being approved for broadcast. This includes a review of both audio and visual components to ensure compliance with our standards.

ii. **Producer Training:**

DETV provides technical training workshops for local producers to help them meet these technical guidelines. By educating producers, we ensure that the quality of programming remains consistent.

iii. **Content Rejection:**

If content does not meet technical standards, producers will be notified and given the opportunity to correct issues. Continuous failure to meet technical guidelines may result in temporary suspension of broadcast privileges until the issues are resolved.

17. Explain how your staff will handle problems with access user behavior and settle grievances from across users in conjunction with the CVT.

Response:

DETV takes user behavior and grievances seriously and has established a formal process for handling any issues that arise. Our approach emphasizes transparency, fairness, and collaboration with the Community Video Task Force (CVT). The following steps outline our procedure:

a. **Step 1: Incident Reporting**

Access users or staff can report incidents of inappropriate behavior, rule violations, or other grievances to DETV management. These reports must be documented and include specific details about the incident, including the date, time, and individuals involved.

b. **Step 2: Initial Investigation**

Upon receiving a report, DETV management will initiate an internal investigation. This includes speaking with all parties involved, reviewing evidence (if applicable), and determining if any rules or policies were violated.

c. **Step 3: Resolution and Mediation**

In many cases, DETV will seek to resolve the issue through mediation between the involved parties. The goal is to reach a mutually acceptable resolution without escalating the matter further. If a resolution is reached, the outcome will be documented, and all parties will sign off on the agreed-upon terms.

d. **Step 4: CVT Involvement**

If an issue cannot be resolved internally, it will be referred to the CVT for review. The CVT will make recommendations on how to address the grievance and may mediate or suggest disciplinary actions. DETV will collaborate with the CVT to ensure that any recommended actions align with public access policies.

e. **Step 5: Final Decision**

Based on the CVT's recommendations, DETV will make a final decision. If necessary, sanctions such as suspension of access privileges may be imposed. All decisions will be documented and communicated clearly to the parties involved.

18. Discuss briefly how your facility will cultivate and maintain positive relationships with and accountability to your access users, viewers, and the community.

Response:

DETV prides itself on fostering positive, lasting relationships with access users, viewers, and the broader community. Here's how we cultivate and maintain these relationships:

- a. **User Engagement:**
We provide regular training workshops, mentorship opportunities, and feedback sessions with our access users. These initiatives allow producers to improve their craft, stay updated on new technology, and feel supported by our team.
- b. **Community Feedback Loop:**
DETV actively seeks feedback from viewers and the community through surveys, focus groups, and direct engagement via social media and public forums. This feedback helps us improve our programming and ensures that the needs and interests of the community are being met.
- c. **Partnerships and Collaboration:**
We regularly collaborate with local nonprofits, schools, and community organizations to produce content that serves the public good. These partnerships strengthen our connection to the community and ensure that we remain accountable to local interests.
- d. **Accountability and Transparency:**
DETV is committed to transparency in our operations and decision-making processes. We regularly communicate with our access users and viewers about programming decisions, scheduling, and policies to build trust and accountability.

19. Describe briefly the fees you anticipate charging for each type of public access service. Describe any additional sources of revenue from this service area.

Studio Rental

- ***Half-Day Rate:*** \$400 (No insurance fee required)
- ***Full-Day Rate:*** \$800

Leased Access Rate Card

- ***30-Minute Rates*** (FCC Rate Card Fees):
- ***Tech Service Fee:*** \$3.72 to \$14.88, depending on time of day.

Studio Live 30-Minute:

- 12 am-6 am: \$332.50
- 6 am-12 pm: \$339.94
- 12 pm-6 pm: \$343.82
- 6 pm-12 am (Prime Time): \$347.38

Pre-Recorded Shows – 30 min:

- 12 am-6 am: \$175.00
- 6 am-12 pm: \$178.72
- 12 pm-6 pm: \$186.24

- 6 pm-12 am (Prime Time): \$192.50

Delivered Recorded Programming – 30 min:

- 12 am-6 am: \$63.35
- 6 am-12 pm: \$67.07
- 12 pm-6 pm: \$70.79
- 6 pm-12 am (Prime Time): \$77.53
- 60-Minute Rates (FCC Rate Card Fees):

Tech Service Fee: \$7.44 to \$29.76, depending on time of day.

Studio Live 60-Minute:

- 12 am-6 am: \$665.00
- 6 am-12 pm: \$679.88
- 12 pm-6 pm: \$687.64
- 6 pm-12 am (Prime Time): \$707.44

Pre-Recorded Shows – 60 min:

- 12 am-6 am: \$312.50
- 6 am-12 pm: \$319.94
- 12 pm-6 pm: \$331.24
- 6 pm-12 am (Prime Time): \$350.00

Delivered Recorded Programming – 60 min:

- 12 am-6 am: \$126.70
- 6 am-12 pm: \$134.14
- 12 pm-6 pm: \$144.44
- 6 pm-12 am (Prime Time): \$155.06

Additional Services

- **Commercial Ads (30 sec / 60 sec):** Price varies depending on scope and production requirements.
- **Photography Services:** \$195 per hour.
- **Graphics/Voice/Music:** Price varies depending on complexity and duration.
- **In-House Editing:** \$175 per hour.

Prime Time:

- **Monday – Friday:** 8:00 pm - 11:00 pm
- **Sunday:** 6:00 am - 11:00 pm

20. Provide your projected revenue figures for Year 1, Year 2, and Year 3 from this service area.

Response:

Based on the provided rate card (Appendix)and anticipated usage, we have estimated the projected revenue for the next three years. The projections assume a combination of studio rentals, leased access, and additional service usage by community members and organizations.

Revenue Source	Year 1	Year 2	Year 3
Studio Rental Fees	\$25,000	\$30,000	\$35,000
Leased Access (30-minute slots)	\$18,000	\$20,000	\$22,000
Leased Access (60-minute slots)	\$24,000	\$28,000	\$32,000
Pre-Recorded Programming Fees	\$15,000	\$17,000	\$20,000
Delivered Recorded Programming	\$10,000	\$12,000	\$14,000
Additional Services (Ads, Editing, Photography) Total	\$20,000	\$25,000	\$30,000
Projected Revenue	\$112,000	\$132,000	\$153,000

These revenue figures reflect expected growth as the community becomes more aware of the available services and as partnerships with local businesses and organizations increase. Additional revenue streams such as sponsorships, underwriting, and special event coverage will further enhance the financial stability of the facility.

21. Who do you foresee as being your clients for leased access and how will you attract them to the facility and plan to retain them? Be specific.

Response:

At DETV, we foresee a diverse range of clients utilizing our leased access services, including local nonprofits, community-driven organizations, small businesses, educational institutions, and independent creators. Our five-year relationship with Wilmington's community has positioned DETV as a trusted partner for storytelling, advocacy, and local engagement.

a. Key Clients - Local Nonprofits:

We anticipate that nonprofits will continue to be some of our most active clients, leveraging our platform to elevate their causes and engage with the public. For example, we have established long-term relationships with these 10 local nonprofits: Delaware Health Equity Coalition, Wilmington Urban League, Food Bank of Delaware, Delaware Breast Cancer Coalition, Westside Family Healthcare, Kingswood Community Center, YMCA of Delaware, United Way of Delaware, Central Baptist CDC, and Eastside Charter School.

These organizations have already experienced the value of our media services and will continue to utilize DETV to promote initiatives, raise awareness, and bring attention to critical social issues.

b. Attraction Strategies & Existing Partnerships:

We will strengthen existing relationships with these nonprofits by offering specialized leasing packages that meet their advocacy and outreach needs. Nonprofits will be incentivized through discounts and free first-time consultations for new projects.

- c. **Targeted Campaigns:**
We'll continue to work closely with the leadership of each organization to identify new ways to promote their missions, from creating PSAs to highlighting community events.
- d. **Showcasing Impact:**
DETV will create case studies showcasing the successful campaigns of these organizations, such as the Delaware Breast Cancer Coalition's media efforts, to attract similar nonprofits seeking effective community outreach.
- e. **Retention Strategies & Consistent Support:**
We offer customized media support tailored to each nonprofit's needs, such as creating video series, PSAs, and social media content. By building a reputation for delivering quality results, these organizations will remain loyal to DETV for their media production needs.
- f. **Highlighting Successes:**
Through our digital platforms, we will continue to promote the ongoing successes of nonprofits, showcasing their impact on Wilmington. This visibility helps clients see the extended value of working with DETV beyond the initial project.
- g. **Community Loyalty Programs:**
Returning nonprofits, like the YMCA of Delaware, will benefit from loyalty programs, offering discounted rates on additional leased access hours, editing services, or expanded broadcasting slots.

22. Describe the media production services you plan to provide leased access customers. Include any web or social media services.

- a. **Production Services & Studio Access:**
We offer fully equipped studios for leased access clients, such as Westside Family Healthcare, to film educational content, advocacy campaigns, and community health updates.
- b. **Field Production Support:**
Organizations like the Food Bank of Delaware can utilize our portable production equipment for field shoots at events such as food drives or community outreach programs.
- c. **Post-Production & Editing Services:**
 - i. ***Video Editing:***
Nonprofits such as United Way of Delaware can rely on DETV's editing services to ensure their message is professionally crafted, with clear and compelling video and sound quality. Graphics and Animation: We provide custom graphics, animations, and motion designs for groups like the Wilmington Urban League to enhance their presentations and educational programs.
- d. **Web and Social Media Services:**

i. ***Social Media Marketing:***

DETV will create content tailored for social media platforms, helping nonprofits like the Delaware Health Equity Coalition extend their outreach across YouTube, Facebook, and Instagram, reaching both local and statewide audiences.

ii. ***On-Demand Streaming:***

All leased access programs will be available for on-demand streaming on DETV's website, giving organizations like Kingswood Community Center the opportunity to share their content whenever their audience is ready to engage. These media services allow our clients to amplify their impact, ensuring that their content reaches the widest possible audience.

23. Provide the rate card you anticipate using for any staff-produced productions, technical support, channel time, and other services.

Response:

Based on DETV's current rate card, the following rates apply for leased access services:

- Service Cost Studio Rental (Half-Day) \$400
- Studio Rental (Full-Day) \$800
- 30-Minute Rates (Live Studio) \$332.50 - \$347.38 (depending on time of day)
- 60-Minute Rates (Live Studio) \$665.00 - \$707.44 (depending on time of day)
- Pre-Recorded Shows (30 min) \$175.00 - \$192.50 (depending on time of day)
- Pre-Recorded Shows (60 min) \$312.50 - \$350.00 (depending on time of day)
- Delivered Recorded Programming (30 min) \$63.35 - \$77.53
- Delivered Recorded Programming (60 min) \$126.70 - \$155.06
- Technical Support (Editing, Production) \$175 per hour (in-house editing)
- Additional Services Graphics/Voice/Music/Photography: Price varies
- Please see appendix C for FCC Rate Card Fees

24. Describe any content restrictions you plan to put in place on leased access programming, include your intended policy regarding advertising.

Response:

At DETV, we follow clear content guidelines to ensure that all leased access programming aligns with community standards and complies with FCC regulations.

a. **Content Restrictions:**

i. ***Obscenity and Indecency:***

Content that is obscene or offensive will not be permitted. DETV remains committed to maintaining high community standards that reflect the values of Wilmington's nonprofits and residents.

ii. ***Defamatory or Illegal Content:***

Any content that defames individuals or organizations, or promotes illegal activity, will not be allowed on our platform.

iii. ***Hate Speech and Violence:***

Content promoting discrimination, hate speech, or violence will be strictly prohibited.

b. **Advertising Guidelines:**

i. ***Non-Commercial Focus:***

As required by the FCC, leased access programming cannot include direct commercial advertising. Nonprofits, such as Eastside Charter School, can highlight supporters or partners, but they cannot include calls to action for commercial services or products.

ii. ***Sponsorship Transparency:***

All sponsorships must be disclosed and follow the guidelines for non-commercial content, ensuring clarity and transparency to our viewers.

25. Describe the length of timeslots available to leased access clients and how you plan to manage demand for prime timeslots.

Response:

a. **Timeslot Availability:**

- i. 30-Minute Slots: Available for both live and pre-recorded programming.
- ii. 60-Minute Slots: Available for more in-depth programming and longer live shows.

b. **Prime Time Management:**

- i. Prime Time Hours:
Monday – Friday: 8:00 PM – 11:00 PM Sunday: 6:00 AM – 11:00 PM

c. **Managing Demand for Primetime Slots:**

Nonprofits, such as the YMCA of Delaware and Central Baptist CDC, may wish to secure prime timeslots for special campaigns or public service announcements. To manage demand for these highly sought-after time periods we included premium pricing packages.

d. **Premium Pricing:**

We apply higher rates during prime time to reflect the increased viewership potential. First-Come, First-Served: Time slots will be allocated on a first-come, first-served basis, ensuring fairness and accessibility.

e. **Rotation Policy:**

For clients seeking long-term programming, such as the Wilmington Urban League, we implement a rotation policy to ensure equal opportunity for accessing premium slots.

26. Provide your projected revenue figures for Year 1, Year 2, Year 3 from this service area.

Response:

Revenue Source	Year 1	Year 2	Year 3
Studio Rentals (Half/Full Day)	\$30,000	\$35,000	\$40,000
30-Minute Leased Access (Live Studio)	\$20,000	\$24,000	\$28,000
60-Minute Leased Access (Live Studio)	\$26,000	\$32,000	\$38,000
Pre-Recorded Programming (30/60 min)	\$18,000	\$22,000	\$26,000
Delivered Recorded Programming (30/60 min)	\$14,000	\$17,000	\$20,000
Technical Support and Additional Services	\$22,000	\$27,000	\$32,000
Total Projected Revenue	\$130,000	\$157,000	\$184,000

27. Describe how you plan to staff the facility. Provide an organizational chart, along with summary job descriptions for each position you plan to hire, specify if the positions are full-time, part-time or contractual, the education and experience required, the pay rate, the number of hours each week, and the benefits provided. Explain which positions will be responsible for the following tasks at the PALA facility:

Response:

- a. TPO Executive Manager,
TPO Executive Manager (Full-Time)
 - **Responsibilities:** Oversee the entire PALA facility's operations, coordinate with the City and CVT Commission, and ensure that the facility meets strategic goals.
 - **Qualifications:** Bachelor's degree in business administration or a related field; 5+ years of experience in media management or a similar role.
 - **Compensation:** \$72,000 - \$80,000 annually (based on experience & education). 40 hours/week.

- b. Sales,
Sales Coordinator (Full-Time)
 - **Responsibilities:** Drive revenue through partnerships, advertising, and leased access services. Develop sales strategies and meet revenue targets.
 - **Qualifications:** Associate's degree in marketing or sales; 3+ years of sales experience, preferably in media or broadcasting.
 - **Compensation:** \$45,000 annually plus commission; 40 hours/week.

- c. Marketing/Outreach,
Marketing/Outreach Coordinator (Part-Time)
 - **Responsibilities:** Implement marketing strategies, conduct outreach, and maintain community relationships. Promote public access services through campaigns and events.
 - **Qualifications:** Bachelor's degree in marketing, communications, or a related field; 2+ years of experience in community outreach or marketing.

- **Compensation:** \$25/hour; 20 hours/week.
- d. Professional video production services,
Video Production Specialist (Full-Time)
- **Responsibilities:** Lead professional video production services for community projects. Assist with technical aspects of video and media production.
 - **Qualifications:** Degree or certification in video production or media arts; 3+ years of experience in video production.
 - **Compensation:** \$55,000 annually; 40 hours/week.
- e. Teaching video and media production,
Media Production Instructor (Contractual)
- **Responsibilities:** Teach video and media production classes for community members, covering topics such as camera operation, editing, and storytelling.
 - **Qualifications:** Experience in teaching media production; proficient in video production and editing software.
 - **Compensation:** \$30/hour; flexible hours based on class schedule.
- f. Recordkeeping; Inventory,
Administrative Assistant (Full-Time)
- **Responsibilities:** Perform recordkeeping, manage inventory, handle facility reception, and assist with general administrative tasks.
 - **Qualifications:** High school diploma or equivalent; 2+ years of administrative experience.
 - **Compensation:** \$40,000 annually; 40 hours/week.
- g. Reception,
N/A (covered in F)
- h. Equipment maintenance and engineering,
Technical Engineer (Part-Time)
- **Responsibilities:** Maintain equipment, oversee engineering tasks, and manage the technical aspects of cablecasting programming.
 - **Qualifications:** Certification in Electronics or Engineering; 3+ years of experience in broadcast engineering.
 - **Compensation:** \$30/hour; 25 hours/week.
- i. Cablecasting programming,
N/A (covered in H)
- j. Website maintenance/Social media promotion
- **Responsibilities:** Maintain the facility's website, manage social media accounts, and promote programming and events online.
 - **Qualifications:** Bachelor's degree in digital media, communications, or a related field; 2+ years of experience in digital content management.
 - **Compensation:** \$25/hour; 15 hours/week.

28. Explain in some detail how you plan to allocate staff to the two types of access. Will one type of access take priority? Will there be separate staff for each type of access? What principles and policies will you put in place to govern the split in staffing?

Response:

DETV's approach to staffing for the Public Access/Leased Access (PALA) facility will be driven by our commitment to providing equitable, quality service across both public and leased access channels. Our goal is to ensure that each type of access receives the appropriate resources, while maintaining operational efficiency and flexibility to adapt to changing needs.

a. **Allocation of Staff**

To balance the needs of public and leased access users, we will adopt a shared staffing model where roles are cross-functional but prioritize tasks based on access type demand. Our team will be trained to handle both public and leased access activities, with specialized tasks assigned based on expertise and capacity.

b. **Shared Staff for Both Access Types:**

Positions like the TPO Executive Manager, Administrative Assistant, and Technical Engineer will oversee both public and leased access operations. Their responsibilities include maintaining facility standards, managing equipment, and supporting community engagement across both access types. This allows us to leverage their expertise without duplicating roles unnecessarily.

c. **Dedicated Staff Focus Areas:**

i. Sales Coordinator:

While this role primarily supports leased access by driving revenue, the coordinator will also promote public access services, ensuring a steady flow of community content and leased programming.

ii. Marketing/Outreach Coordinator and Digital Content Specialist:

These roles will prioritize public access outreach, but also support leased access clients by promoting their content and events, maintaining an inclusive platform for both user groups.

d. **Access Priority and Separate Staffing**

No access type will inherently take priority over the other. Instead, we will dynamically allocate resources based on demand. During peak public access times, such as community events or workshops, additional staff support will be dedicated to assist public users. Similarly, during high demand leased access hours or when a large project is underway, staff will adjust to meet those specific needs.

In instances where leased access projects require more focused support, such as professional video production or media management, we will bring in additional contractual support as needed. This ensures that both public and leased access needs are met without compromising service quality.

e. **Principles and Policies for Staffing Resources**

i. ***Flexibility and Responsiveness:***

We will implement a flexible staffing policy where roles can be adapted to shifting demands. Staff members will be cross trained to handle both public and leased access functions, allowing us to quickly reassign them based on workload.

ii. ***Equitable Access:***

Our policy will prioritize equitable service for both public and leased access. We will track usage patterns and regularly assess resource allocation to ensure that each access type is receiving the necessary support. Monthly reviews will inform adjustments in staff deployment to prevent any access type from being underserved.

iii. ***Transparency and Communication:***

We will maintain open communication with all access users. Our staff will engage regularly with public and leased access clients to understand their needs and adjust staffing allocations accordingly. A feedback system will also be implemented to allow users to voice concerns and suggest improvements.

iv. ***Data-Driven Decisions:***

Staffing resources will be governed by metrics such as user demand, facility utilization rates, and feedback from both public and leased access users. By using data to guide staffing adjustments, we can ensure that our team is allocated efficiently and effectively, with no access type disproportionately favored.

This structured yet flexible approach to staffing will ensure that the PALA facility operates smoothly and that we can adapt quickly to meet the needs of all our users, regardless of access type. Through these principles and policies, we will uphold our commitment to providing high-quality, inclusive services for the Wilmington community.

29. Provide your projected expense for staffing in Year 1, Year 2, Year 3.

Response:

Please see Appendix A for financials

Allocation Of Facility Resources

30. Explain in some detail how you plan to allocate video production equipment and studio time between the two types of access (leased and public). Will one type of access take priority? Will there be separate sets of equipment? What principles and policies will you put in place to govern the split in facility resources?

At DETV, we are committed to maintaining a clear distinction between leased access and public access video production. To effectively manage this separation, we will implement a system that dedicates specific equipment and studio time to each type of access, ensuring that both leased and public users have equal and uninterrupted access to the resources they need.

Allocation of Equipment and Studio Time

a. **Separate Sets of Equipment:**

DETV will maintain two distinct sets of video production equipment: one for leased access and one for public access. This ensures that each type of user has access to the necessary tools without any risk of overlap or scheduling conflicts. Equipment sets will include cameras, lighting, sound equipment, and editing tools, designated specifically for either leased or public use.

b. **Dedicated Studio Time Slots:**

Studio time will be allocated separately for leased and public access users. We will establish a clear schedule that designates certain blocks of time for leased access production and other blocks for public access, preventing any crossover and ensuring that both user groups have predictable access to studio space. Leased access may be prioritized during peak times (such as evenings or weekends) based on demand, while public access will have ample designated times throughout the week.

Governing Principles and Policies

c. **Resource Availability:**

While each set of equipment and studio time is dedicated to its respective access type, we will monitor and evaluate usage trends to ensure that resources are meeting demand. Regular assessments will inform any adjustments needed to optimize access for both user groups.

d. **Equipment and Studio Maintenance:**

Separate maintenance schedules will be in place for each set of equipment to minimize downtime and ensure reliability. Public access equipment will be designed to handle high usage and may be slightly more robust, given the diversity of public users.

e. **Clear Access Policies:**

DETV will develop specific policies detailing the procedures for accessing equipment and studio time. Public access users will be required to book their studio time in advance through an online reservation system, while leased access clients will have access to a dedicated support team to assist with their scheduling needs.

f. **Transparency and Accountability:**

We will establish guidelines that outline the permissible use of each set of resources, with a focus on transparency. Our policies will include penalties for misuse or unauthorized use of equipment, ensuring accountability and respect for the separate access structures.

By maintaining dedicated resources and implementing structured policies, DETV will ensure that both leased access and public access users have the tools and time they need for successful video production, while adhering to the necessary separation of resources.

31. Explain in some detail how you plan to allocate channel time to the three types of access: public access, live leased access, and leased access. Will certain hours be set aside for each?

Will the two be integrated together? What principles and policies will you put in place to govern the amount of time allocated to each type of access? How will you determine whether to charge for channel time or not?

Response:

DETV is dedicated to ensuring that channel time allocation for public access, live leased access, and leased access reflects our commitment to providing an equitable platform that serves diverse community needs. To achieve this, we will establish a structured schedule that designates specific time slots for each type of access, balancing availability with community demand and operational efficiency.

Allocation of Channel Time

a. **Dedicated Time Slots for Each Access Type:**

i. **Public Access:**

We will allocate substantial weekday daytime hours to public access, making it accessible to a wide range of community members, including those producing educational or local-interest programming. Public access programming will typically be scheduled during morning and afternoon hours, when community engagement is highest.

ii. **Live Leased Access:**

Live leased access will be allocated during peak viewing times, such as weekday evenings and weekends, to maximize visibility and engagement for businesses, nonprofits, and organizations looking to reach a broad audience in real-time. This ensures that live leased access programs have the potential to reach the largest audience possible.

iii. **Leased Access:**

Pre-recorded leased access programming will also receive priority during popular viewing times, such as evenings and weekends. Non-live leased access programs will be scheduled in tandem with live leased access, with clear delineation to avoid conflict, ensuring that content reaches viewers when they are most engaged.

iv. **Integrated but Clearly Defined Structure:**

While each access type will have its designated time slots, we will establish a rotational schedule that allows some flexibility. For example, if demand for public access is particularly high during a given period, we may temporarily adjust to accommodate, and the same flexibility applies to live leased access during peak seasons.

To maintain order and clarity, programming for each access type will be integrated within the broadcast schedule in a way that enhances the viewer experience while clearly distinguishing between public and leased content.

Principles and Policies for Time Allocation

- b. **Equitable Access:**
A core principle is ensuring that all types of access receive fair and balanced exposure. We will conduct regular assessments of community demand, audience preferences, and content impact to inform any adjustments needed in the allocation of channel time.
- c. **Priority Scheduling for Community-Centric Content:**
Public access programming that promotes local culture, educational content, or community issues will receive priority access to channel time as part of our commitment to supporting content that directly benefits the community.
- d. **Flexibility with Demand-Based Adjustments:**
While we have a defined schedule, we will also remain flexible to accommodate higher demand periods. For instance, if live leased access demand increases significantly, we may allocate additional time during evenings to meet this need while still preserving public access slots.

Charging for Channel Time

- e. **Public Access:**
Public access content will generally be available at no charge, allowing community members to freely share and broadcast their voices. This supports our mission of promoting accessibility and inclusivity for all.
- f. **Leased and Live Leased Access:**
Channel time for leased and live leased access will be monetized, with rates adjusted based on peak viewing times and overall demand. Premium fees will be applied during prime time and other high-traffic periods. Rates will be transparent and published on our website, ensuring clarity for all clients.

Determining When to Charge for Channel Time

- g. We will consider the content's purpose, audience, and impact when determining whether to charge for channel time. Our goal is to support community-driven initiatives, and as such, educational or nonprofit-driven content from local organizations may qualify for reduced rates or fee waivers. Additionally, any revenue generated from leased access fees will be reinvested into the facility to support and expand public access services.

Through these principles and structured allocation of channel time, DETV will create an inclusive environment that caters to the varied needs of Wilmington's residents, ensuring that our channel remains a valuable resource for both the community and our leasing partners.

Capital Equipment Selection/Maintenance

- 32. **Selection.** Provide a list of anticipated Year 1, Year 2, and Year 3 suggested capital purchases, taking into consideration the existing inventory at the facility, and the capital fund you establish out of annual operating revenue. This list does not need to be specific for the application process, but it should give the city a reasonable understanding of the purchasing intentions of the applicant and the cost of the equipment.

- i. Brand/Model of the item OR the type of item,
- ii. Quantity of each item,
- iii. Cost of each item,
- iv. Total cost of each item (Quantity x Cost = Total cost),
- v. Area of the facility the item will be used in/Purpose,
- vi. Type of user that will use this item (staff, PA, or LA), and
- vii. Expected lifespan or replacement year.

Response:

Please see Appendix D

33. What is your projected capital expense for Year 1, Year 2, and Year 3?

Response:

34. Describe how you will arrive at the amount of operating income you will set aside in the equipment replacement fund each year to assist in the replacement of equipment.

Response:

Please see Appendix D

35. Equipment maintenance and inventory plan. Describe generally how you plan to maintain equipment in good working order and track inventory.

Response:

At DETV we understand that maintaining high-quality, reliable equipment is essential for ensuring that our public access and leased access users can produce professional-grade content efficiently. Our equipment maintenance and inventory plan are designed to proactively address any potential issues, ensure smooth operations, and extend the lifespan of our resources.

Regular Preventive Maintenance Schedule:

- **Routine Inspections:** We will implement a preventive maintenance schedule where all video, audio, lighting, and editing equipment undergo regular inspections and servicing. Each piece of equipment will be checked for wear and tear, ensuring that potential issues are addressed before they escalate into costly repairs or equipment failures.
- **Quarterly Deep Maintenance:** In addition to routine checks, we will perform quarterly deep maintenance on our most critical equipment, such as cameras, studio lights, and audio systems. This includes recalibration, cleaning, firmware updates, and, if needed, replacement of components.
- **Third-Party Service Partnerships:** For high-end or specialized equipment, such as broadcast-level cameras or advanced editing stations, we will partner with certified technicians and equipment vendors to handle more complex repairs and maintenance, ensuring everything meets industry standards.

Immediate Response to Issues:

- **On-Site Technical Staff:** We will have trained technical staff available on-site to quickly respond to any equipment malfunctions or technical issues. This will minimize downtime and ensure that users can continue their projects with minimal disruption.
- **Replacement Strategy:** If equipment is temporarily out of commission, we will maintain a set of backup or replacement equipment that can be deployed immediately to avoid workflow interruptions for our users.

Inventory Management Plan

Digital Inventory System:

- **Centralized Tracking Software:** We will implement a centralized, digital inventory management system that tracks all equipment in real time. Each piece of equipment, from cameras to microphones, will be logged into this system with detailed information, including serial numbers, condition, last maintenance date, and scheduled maintenance checkups.
- **Barcode/RFID Tagging:** All equipment will be tagged with either barcodes or RFID tags to streamline the check-in and check-out process. This will allow for accurate tracking of equipment usage and location, reducing the risk of loss or misplacement.
- **Usage Logs:** The system will maintain usage logs for each item, recording which user checked out the equipment, the duration of usage, and the condition of the equipment upon return. This will help us monitor patterns of wear and ensure accountability for damages.

Scheduled Audits:

- **Monthly Audits:** We will conduct monthly inventory audits to cross-check the digital logs with the physical equipment on-site. This will ensure that all equipment is accounted for and in good condition. Any discrepancies will be investigated immediately, and missing items will be traced or replaced.
- **Annual Full Inventory Audit:** In addition to monthly checks, we will perform a comprehensive annual inventory audit to review equipment usage patterns, assess the need for replacements or upgrades, and adjust the equipment list based on user demand.

Equipment Lifespan Management and Upgrades

- **Lifecycle Monitoring:** By closely tracking the usage and condition of all equipment, we will be able to predict when items are nearing the end of their useful life. This allows us to plan for replacements and upgrades, ensuring that users always have access to reliable, state-of-the-art equipment.
- **Budget for Upgrades:** We will allocate part of our annual budget for regular equipment upgrades, staying ahead of technological advancements and meeting the evolving needs of our community users and leased access clients.

Accountability and Training

- **User Responsibility Agreements:** All users who check out equipment will be required to sign a responsibility agreement, acknowledging their duty to handle the equipment with care and return it in the same condition. This ensures accountability and minimizes misuse or damage.
- **User Training:** Before accessing more advanced equipment, users will be required to attend a training session to ensure they are familiar with the proper handling and usage of the equipment. This will not only protect our assets but also help users produce higher-quality content.

Through proactive maintenance, efficient tracking, and strong accountability measures, DETV's equipment maintenance and inventory plan will ensure that our facility remains a reliable and state-of-the-art resource for both public and leased access users.

BUDGET

36. Provide your line-item operating expense budget for Year 1, Year 2, and Year 3.

Response:

Please see appendix A

37. Provide your line-item income budget for Year 1, Year 2, and Year 3.

Response:

Please see appendix A

Business Plan Timeline

38. Discuss each of the tasks below in the order you would accomplish them during your first contract year. Separate the tasks into parts as needed. In your proposal first state when you will complete the task (Month 3 Week 2, for example) and then briefly explain.

- a. **Incorporation.** Establish or identify a tax-supported or an incorporated entity under state and federal law that will manage the station and present articles of incorporation and by-laws that cover the establishment of a PALA media center.
- b. **Hold the first meeting of the Board of Directors of the PALA facility.**
- c. **Develop policies and procedures for review by the CVT Commission.**
- d. **Hire staff adequate to support the services proposed.**
- e. **Develop a marketing and outreach plan for review by the CVT Commission.**
- f. **Implement the first phase, second phase and so on of the marketing and outreach plan.**
- g. **Launch the facilities website.**
- h. **Launch social media marketing.**
- i. **Hold an Orientation for facility users.**
- j. **Hold an Open House for the public.**

- k. **Program the channel. Using an automatic playback system, indicate when a minimum of 12 hours of video programming will fill the channel daily, and what portion will be public access, what portion will be leased, and what portion will be live leased access.**
- l. **Launch the channel's message board. Using a message board application, describe when this system will be up and running to fill time between programming.**
- m. **Open the studio for use by staff, public access users, and live leased access.**
- n. **Check out the first field production kits to public access users.**
- o. **Make post-production equipment suites available for use by staff and public access users.**
- p. **Hold training classes for public access users (include planned schedule and type of classes)**
- q. **Sign first new leased access customer.**
- r. **Ensure ADA compliance. Develop and implement a plan to accommodate people with special needs or with disabilities in conformance with the Americans with Disabilities Act. Please discuss any experience you have in this area.**
- s. **Establish financial management, oversight, and accounting procedures.**
- t. **Obtain insurance indemnifying the City, Comcast and the PALA business/organization from and against all claims for injury or damage to persons or property caused by the use of the Access studio and/or any Access equipment and naming the City and Comcast as additional insured parties.**
- u. **Such insurance shall not be less than One Million Dollars (\$1,000,000.00) for bodily injury or death to any one person or property damage resulting from any one occurrence and Three Million Dollars (\$3,000,000.00) for such coverage in the aggregate.**
- v. **Reach an agreement with the City and Comcast to insure all access equipment for theft, loss and damage.**

Response:

In the first year of our contract in year 2019, DETV successfully executed key tasks to ensure smooth operations and community engagement. We established and presented our incorporation documents, held the inaugural Board of Directors meeting, we have established detailed policies and procedures for review upon request. Staffing was completed early on, with the necessary team in place to support services. We launched our marketing and outreach efforts, including the facility's website and social media campaign, while hosting user orientations and a public open house to engage the community. The channel was programmed to ensure 12 hours of daily content, divided between public, leased, and live leased access. The studio and equipment were made available for public use, with field production kits and post-production suites operational. We signed our first leased access customer, provided training classes for public access users, and ensured ADA compliance, while implementing solid financial management and acquiring all necessary insurance for operations. This approach ensured a strong foundation for the PALA facility's success.

ATTACHMENT A

DETV FINANCIAL DATA

The DETV FOUNDATION INC.
Statement of Financial Position
As of September 30, 2024

	Total
ASSETS	
<i>Current Assets</i>	
Bank Accounts	
1001 PNC Checking 7409	9,686.49
1002 PNC Checking 4385	39,274.30
1003 PNC Business Checking	6,912.43
Total Bank Accounts	\$55,873.22
Accounts Receivable	
1101 Accounts Receivable (A/R)	200,065.80
Total Accounts Receivable	\$200,065.80
Other Current Assets	
1175 Inventory Asset	0
1202 Uncategorized Asset	0
1203 Undeposited Funds	0
Total Other Current Assets	\$0.00
Total Current Assets	\$255,939.02
Fixed Assets	
1301 Equipment & Cameras	30,775.74
1303 Leasehold improvements	6,100.00
Total Fixed Assets	\$36,875.74
TOTAL ASSETS	\$292,814.76
LIABILITIES AND EQUITY	
<i>Liabilities</i>	
Current Liabilities	
Accounts Payable	
2001 Accounts Payable (A/P)	0
Total Accounts Payable	\$0.00
Credit Cards	
2002 Ramp card	249.42
2003 American Express	11,242.05
2004 Apple Card Payments	-5,516.31
Total Credit Cards	\$5,975.16
Other Current Liabilities	
2300 Payroll Liabilities	0
2301 DE Income Tax	972.95
2302 DE Local Tax	58.64
2303 DE Unemployment Tax	302.77
2304 Federal Taxes (941/944)	1,282.47
Total 2300 Payroll Liabilities	\$2,616.83
Direct Deposit Payable	0
Total Other Current Liabilities	\$2,616.83
Total Current Liabilities	\$8,591.99
Total Liabilities	\$8,591.99
Equity	
3000 Retained Earnings	263,093.76
3003 Opening Balance Equity	0

Ivan Draws	-70
Net Revenue	<u>21,199.01</u>
Total Equity	<u>\$284,222.77</u>
TOTAL LIABILITIES AND EQUITY	\$292,814.76

Monday, Oct 14, 2024 05:44:45 PM GMT-7 - Accrual Basis

Year 1: Upgrades & Essential Additions

1. Cameras

Brand/Model: Canon XF705 UHD 4K Professional Camcorder

Quantity: 4

Cost: \$7,000 each

Total Cost: \$28,000

Area of Use: Studio and field production

Type of User: PA (Public Access) and staff

Expected Lifespan: 5-7 years

2. Switchers

Brand/Model: Vizrt TriCaster 2 Elite and Flex Dual Control Panel Bundle

Quantity: 1

Cost: \$40,490 each

Total Cost: \$40,490

Area of Use: Control room for live broadcasts

Type of User: Staff

Expected Lifespan: 5-7 years

3. Audio Equipment

Brand/Model: Shure SM7B Dynamic Microphone

Quantity: 6

Cost: \$400 each

Total Cost: \$2,400

Area of Use: Audio booths, live production

Type of User: PA and staff

Expected Lifespan: 5 years

4. Lighting

Brand/Model: Aputure LS 300X Bi-Color LED Light

Quantity: 6

Cost: \$1,200 each

Total Cost: \$7,200

Area of Use: Studio lighting for productions

Type of User: PA and staff

Expected Lifespan: 4-5 years

Total Year 1 Capital Expense: \$78,090

Year 2: Expanding & Upgrading Production Equipment

1. Audio Mixing Console

Brand/Model: Behringer X32 32x16 Digital Mixing Console

Quantity: 1

Cost: \$1,999 each

Total Cost: \$1,999

Area of Use: Studio control rooms

Type of User: Staff

Expected Lifespan: 5-6 years

2. Monitors

Brand/Model: Dell UltraSharp 32 4K Monitor

Quantity: 4

Cost: \$1,200 each

Total Cost: \$4,800

Area of Use: Editing suites and control rooms

Type of User: Staff

Expected Lifespan: 4-5 years

3. Wireless Mic Systems

Brand/Model: Sennheiser EW 512P G4 Portable Wireless Microphone System

Quantity: 5

Cost: \$1,000 each

Total Cost: \$5,000

Area of Use: Field production and studio

Type of User: PA and staff

Expected Lifespan: 5 years

4. Field Production Kits

Brand/Model: Zoom H6 Handy Recorder Kit

Quantity: 3

Cost: \$500 each

Total Cost: \$1,500

Area of Use: Field recording, location sound

Type of User: PA

Expected Lifespan: 5 years

5. Live Streaming Equipment

Brand/Model: LiveU Solo Pro HDMI 4K Video/Audio Encoder

Quantity: 2

Cost: \$1,500 each

Total Cost: \$3,000

Area of Use: Live streaming for public broadcasts

Type of User: Staff

Expected Lifespan: 3-4 years

Total Year 2 Capital Expense: \$16,299

Year 3: Technological Refresh and Replacement

1. Video Storage/Server

Brand/Model: Avid NEXIS | PRO 40TB Storage Server

Quantity: 1

Cost: \$15,000

Total Cost: \$15,000

Area of Use: Server room for media storage

Type of User: Staff

Expected Lifespan: 7-10 years

2. Editing Software Licenses

Brand/Model: Adobe Creative Cloud (Annual Subscription)

Quantity: 10 Licenses

Cost: \$600 per license

Total Cost: \$6,000

Area of Use: Editing suites

Type of User: PA and staff

Expected Lifespan: 1 year (Annual Subscription)

3. Lighting Refresh

Brand/Model: Aputure LS 300X Bi-Color LED Light (replace worn-out lights)

Quantity: 3

Cost: \$1,200 each

Total Cost: \$3,600

Area of Use: Studio lighting Type of User: PA and staff Expected Lifespan: 4-5 ye

Total Year 3 Capital Expense: \$33,600

Projected Capital Expenses Summary

Year 1 Total: \$78,090

Year 2 Total: \$16,299

Year 3 Total: \$33,600

Grand Total Over 3 Years: \$127,989

This budget accounts for necessary upgrades to existing equipment, the introduction of new technologies to enhance the production capabilities, and planned replacements based on expected lifespans. The costs and quantities reflect realistic needs based on a growing public access television facility.

ars

REVENUE	Current 2024	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
Revenue - Grants	170,833.33	179,375.00	188,343.75	197,760.93
Revenue - Donations	19,763.71	20,751.90	21,789.49	22,878.96
Revenue - Client Projects	2,500.00	2,625.00	2,756.25	2,894.06
Revenue - Advertising	465,068.99	488,322.44	512,738.56	538,375.49
Revenue - Lease Access	72,625.94	76,257.24	80,070.10	84,073.60
Revenue - Event Sponsorship	10,394.54	10,914.27	11,459.98	12,032.98
County Funds	49,000.00	51,450.00	54,022.50	56,723.63
Show Sponsorships	100,000.00	105,000.00	110,250.00	115,762.50
Source of income - Event Income	16.00	16.80	17.64	18.52
	40,000.00	42,000.00	44,100.00	46,305.00
Total Projected Revenue	930,202.51	976,712.64	1,025,548.27	1,076,825.68
STAFF				
Production	100,800.00	104,832.00	109,025.28	113,386.29
Leadership	178,344.00	185,477.76	192,896.87	200,612.75
Studio	269,544.00	280,325.76	291,538.79	303,200.34
Total Projected Staff	548,688.00	570,635.52	593,460.94	617,199.38
OPEX				
Marketing	32,434.03	33,731.39	35,080.64	36,483.87
Travel	33,203.25	34,531.38	35,912.64	37,349.14
ARPA Funded Expenses	62,417.45	64,914.15	67,510.72	70,211.15
Business Development	45,965.00	47,803.60	49,715.74	51,704.37
Facility Costs	81,429.31	84,686.48	88,073.94	91,596.90
Office	45,077.19	46,880.27	48,755.49	50,705.70
Finance	27,154.39	28,240.56	29,370.18	30,544.99
Insurance	7,043.15	7,324.87	7,617.87	7,922.58
Technology	26,100.65	27,144.68	28,230.47	29,359.69
Other Expenses - Donation	2,186.77	2,274.24	2,365.21	2,459.82
Total Projected OPEX Expenses	363,011.19	377,531.63	392,632.90	408,338.22
Total Projected Profit	18,503.32	28,545.48	39,454.43	51,288.09

	Current 2024	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
Marketing	32,434.03	33,731.39	35,080.64	36,483.87
Travel	33,203.25	34,531.38	35,912.64	37,349.14
ARPA Funded Expenses	62,417.45	64,914.15	67,510.72	70,211.15
Business Development	45,965.00	47,803.60	49,715.74	51,704.37
Facility Costs	81,429.31	84,686.48	88,073.94	91,596.90
Office	45,077.19	46,880.27	48,755.49	50,705.70
Finance	27,154.39	28,240.56	29,370.18	30,544.99
Insurance	7,043.15	7,324.87	7,617.87	7,922.58
Technology	26,100.65	27,144.68	28,230.47	29,359.69
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	Current 2024	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
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	40,000.00	42,000.00	44,100.00	46,305.00
Total Projected Revenue	930,202.51	976,712.64	1,025,548.27	1,076,825.68

	Current 2024	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
Production	100,800.00	104,832.00	109,025.28	113,386.29
Leadership	178,344.00	185,477.76	192,896.87	200,612.75
Studio	269,544.00	280,325.76	291,538.79	303,200.34
Total Projected Staff	548,688.00	570,635.52	593,460.94	617,199.38

As of September 30, 2024

	<u>Total</u>
Assets	\$292,814.76
Liabilities	\$8,591.99
Net Worth of the business	\$284,222.77

ATTACHMENT B

DETV LETTERS OF SUPPORT



October 18, 2024

Subject: Letter of Support for DETV

To Whom It May Concern:

I am writing to express my strong support for DETV and its continued operation of leased access television throughout Delaware. As a valued platform for innovative and engaging content, DETV has proven to be an essential resource for the City of Wilmington, and throughout Delaware.

The fresh and diverse programming offered by DETV has not only entertained but also informed and inspired viewers across our great state. Their commitment to showcasing local stories and talents is commendable and contributes significantly to the cultural fabric of Delaware.

Furthermore, DETV has played a pivotal role in supporting DART's marketing and outreach efforts, particularly concerning our job recruitment initiatives. The ability to reach a wide audience through DETV's numerous platforms has enhanced our visibility and allowed us to connect with potential employment candidates effectively. The collaboration has been mutually beneficial, and we are grateful for the partnership that has fostered community engagement and awareness.

Considering these contributions, I strongly advocate for the continued support of DETV in its mission to provide accessible and impactful television programming. Their presence is invaluable, and we look forward to seeing how they will continue to innovate and serve our communities throughout the state in the future.

Please do not hesitate to reach out if you require further information or insights regarding DETV's impact.

Kind Regards,

A handwritten signature in black ink, appearing to read "Corey S. Burris", is written over the typed name.

Corey S. Burris
Chief Operating Officer

DETV FOUNDATION INC
1105 N MARKET ST STE 300
WILMINGTON, DE 19801-1272

10/18/2024

To whom it may concern,

I am pleased to write this letter in support of DETV and its ongoing contributions to our community. Under the leadership of Ivan Thomas, DETV has become a vital source of local news and entertainment, while also serving as a platform for diverse voices that might not otherwise be heard.

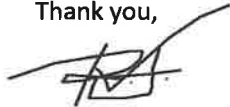
DETV plays an essential role in covering important community events, showcasing local businesses, and creating educational programming that benefits residents of all backgrounds. Its programming uniquely addresses the needs of the underserved in our community, ensuring that everyone has access to critical information and representation.

I am impressed by DETV's dedication to inclusive programming which has helped foster a stronger and more unified community, ensuring that all stories are told and that all residents feel represented.

Supporting DETV is an opportunity to support with the growth and well-being of our community. The station's innovative approach and commitment to making a difference are truly remarkable, and I believe that it will continue to thrive and inspire positive change under Ivan Thomas's visionary leadership.

Thank you for considering my full support for DETV. I look forward to seeing the station continue its important work in the years to come and I'm proud to serve as his representative.

Thank you,



Pedro Viera, Jr.
Vice President, Business Banking Relationship Manager
PNC-Certified Minority & Women in Business Advocate

PNC Financial Services Group, Inc.
1704 Marsh Road (W1-W332-01-1)
Wilmington, DE 19810
(t) 216.222.5865 | (o) 302.479.4528



To whom it may concern:

I am writing to express my strong support for DETV's continued management of Channel 28 in Wilmington, Delaware. DETV has proven to be an invaluable asset to our community, providing diverse programming that highlights local voices, fosters civic engagement, and promotes cultural awareness. Ivan Thomas and his team's commitment to delivering quality content tailored to our residents enriches the Wilmington community and strengthens our local media landscape. Maintaining DETV's stewardship of Channel 28 is essential for ensuring that our community continues to have access to relevant, inclusive, and engaging programming. Thank you for considering this crucial support for our local media partner.

Sincerely,

Logan S. Herring, Sr.
Chief Executive Officer



We WRK Together To...
empower the community to reach its full potential
by eliminating the barriers of structural racism
and revolutionizing teen engagement.

THE WAREHOUSE
1121 THATCHER ST., WILMINGTON, DE 19802
302-232-6610 | INFO@TEENWAREHOUSE.ORG
TEENWAREHOUSE.ORG

REACH RIVERSIDE
2300 BOWERS ST., WILMINGTON, DE 19802
302-764-9022 | INFO@REACHRIVERSIDE.ORG
REACHRIVERSIDE.ORG

KINGSWOOD COMMUNITY CENTER
2300 BOWERS ST., WILMINGTON, DE 19802
302-764-9022 | INFO@KGWCC.ORG
KGWCC.ORG

ATTACHMENT C

PUBLIC ACCESS RATE CARD



PUBLIC ACCESS: RATE CARD

TYPE SERVICE		COST
STUDIO RENTAL:	No Insurance Fee	HALF DAY RATE \$400 FULL DAY RATE \$800

LEASED ACCESS RATE CARD

FCC RATE CARD FEES.

MIDNITE-6AM 6AM-NOON NOON-6PM 6PM-12MIDNT

* 30 MINUTE RATES			\$3.72	\$7.44	\$11.32	\$14.88
	Tech Service Fee	Insurance Fee	12am - 6am	6am - noon	noon - 6pm	6pm - 12am
STUDIO LIVE 30- min	\$350.00 Sunday-\$375.00	\$150.00 then \$20.00 once a mo.	\$373.72 Sunday-\$398.72	\$377.44 Sunday-\$402.44	\$381.32 Sunday-\$406.32	\$384.88 Sunday-\$409.88
Pre-Recorded Show – 30 min	\$250.00 Sunday-\$275.00	\$150.00 then \$20.00 once a mo.	\$273.72 Sunday-\$298.72	\$277.44 Sunday-\$302.44	\$281.32 Sunday-\$306.32	\$284.88 Sunday-\$309.88
DELIVERED RECORDED PROGRAMMING 30 min	\$90.50 Sunday-\$110.75	N/A	\$94.22 Sunday-\$114.47	\$97.94 Sunday-\$118.19	\$101.82 Sunday-\$122.07	\$105.38 Sunday-\$125.63
*60 MINUTE RATES			\$7.44	\$14.88	\$22.32	\$29.76
	Tech Service Fee	Insurance Fee	12am-6am	6am - noon	noon - 6pm	6pm - 12am
STUDIO LIVE 60 min	\$600.00 Sunday-\$850.00	\$150.00 then \$20.00 once a mo.	\$627.44 Sunday-\$877.44	\$634.88 Sunday-\$884.88	\$642.32 Sunday-\$892.32	\$649.76 Sunday-\$899.76
Pre-Recorded Shows -60 min	\$500.00 Sunday-\$750.00	\$150.00 then \$20.00 once a mo.	\$527.44 Sunday-\$777.44	\$534.88 Sunday-\$784.88	\$542.32 Sunday-\$792.32	\$549.76 Sunday-\$799.76
RECORDED PROGRAMMING 60 min	\$181.00 Sunday-\$221.50	N/A	\$188.44 Sunday-\$228.94	\$195.88 Sunday-\$236.38	\$203.32 Sunday-\$243.82	\$210.76 Sunday-\$251.26
STUDIO RENTAL						
To DIGITAL MEDIA HALF-DAY RATE Minimum	\$400	No Insurance Fee	N/A	N/A	N/A	N/A
Commercial Ads 30sec. / 60sec.	Price varies	N/A				
Photo-Stills	\$195/hr	N/A				
Graphics/Voice/Music	Price varies	N/A				
In-House Editing	\$325/hr	N/A				

ATTACHMENT D

INVENTORY LIST OF EQUIPMENT

Year 1: Upgrades & Essential Additions

1. Cameras

Brand/Model: Canon XF705 UHD 4K Professional Camcorder

Quantity: 4

Cost: \$7,000 each

Total Cost: \$28,000

Area of Use: Studio and field production

Type of User: PA (Public Access) and staff

Expected Lifespan: 5-7 years

2. Switchers

Brand/Model: Vizrt TriCaster 2 Elite and Flex Dual Control Panel Bundle

Quantity: 1

Cost: \$40,490 each

Total Cost: \$40,490

Area of Use: Control room for live broadcasts

Type of User: Staff

Expected Lifespan: 5-7 years

3. Audio Equipment

Brand/Model: Shure SM7B Dynamic Microphone

Quantity: 6

Cost: \$400 each

Total Cost: \$2,400

Area of Use: Audio booths, live production
Type of User: PA and staff

Expected Lifespan: 5 years

4. Lighting

Brand/Model: Aputure LS 300X Bi-Color LED Light

Quantity: 6

Cost: \$1,200 each

Total Cost: \$7,200

Area of Use: Studio lighting for productions

Type of User: PA and staff

Expected Lifespan: 4-5 years

Total Year 1 Capital Expense: \$78,090

Year 2: Expanding & Upgrading Production Equipment

1. Audio Mixing Console

Brand/Model: Behringer X32 32x16 Digital Mixing Console

Quantity: 1

Cost: \$1,999 each

Total Cost: \$1,999

Area of Use: Studio control rooms

Type of User: Staff Expected Lifespan: 5-6 years

2. Monitors

Brand/Model: Dell Ultra Sharp 32 4K Monitor

Quantity: 4

Cost: \$1,200 each

Total Cost: \$4,800

Area of Use: Editing suites and control rooms

Type of User: Staff

Expected Lifespan: 4-5 years

3. Wireless Mic Systems

Brand/Model: Sennheiser EW 512P G4 Portable Wireless Microphone System

Quantity: 5

Cost: \$1,000 each

Total Cost: \$5,000

Area of Use: Field production and studio

Type of User: PA and staff

Expected Lifespan: 5 years

4. Field Production Kits

Brand/Model: Zoom H6 Handy Recorder Kit

Quantity: 3

Cost: \$500 each

Total Cost: \$1,500

Area of Use: Field recording, location sound

Type of User: PA

Expected Lifespan: 5 years

5. Live Streaming Equipment

Brand/Model: LiveU Solo Pro HDMI 4K Video/Audio Encoder

Quantity: 2

Cost: \$1,500 each

Total Cost: \$3,000

Area of Use: Live streaming for public broadcasts

Type of User: Staff

Expected Lifespan: 3-4 years

Total Year 2 Capital Expense: \$16,299

Year 3: Technological Refresh and Replacement

1. Video Storage/Server

Brand/Model: Avid NEXIS | PRO 40TB Storage Server

Quantity: 1

Cost: \$15,000

Total Cost: \$15,000

Area of Use: Server room for media storage

Type of User: Staff Expected Lifespan: 7-10 years

2. Editing Software Licenses

Brand/Model: Adobe Creative Cloud (Annual Subscription)

Quantity: 10 Licenses

Cost: \$600 per license

Total Cost: \$6,000

Area of Use: Editing suites

Type of User: PA and staff

Expected Lifespan: 1 year (Annual Subscription)

3. Lighting Refresh

Brand/Model: Aputure LS 300X Bi-Color LED Light (replace worn-out lights)

Quantity: 3

Cost: \$1,200 each

Total Cost: \$3,600

Area of Use: Studio lighting

Type of User: PA and staff

Expected Lifespan: 4-5 years

Total Year 3 Capital Expense: \$33,600

Projected Capital Expenses Summary

Year 1 Total: \$78,090

Year 2 Total: \$16,299

Year 3 Total: \$33,600 Grand Total Over 3 Years: \$127,989

This budget accounts for necessary upgrades to existing equipment, the introduction of new technologies to enhance the production capabilities, and planned replacements based on expected lifespans. The costs and quantities reflect realistic needs based on a growing public access television facility.

ATTACHMENT E
DETV CERTIFICATE OF INSURANCE

ATTACHMENT F

DETV CERTIFICATE OF INCORPORATION

JRS

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

DETV FOUNDATION
2801 LANCASTER AVENUE .. SUITE I
WILMINGTON, DE 19805-0000

Date:
11/09/2020
Employer ID number:
83-2624526
Person to contact:
Name: Customer Service
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
January 3, 2019
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053655003360

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, three-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-C" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

a-

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

**CERTIFICATE OF INCORPORATION
FOR OETV FOUNDATION, INC.**

- I. The name of the Corporation is DETV Foundation, Inc.
- II. The Corporation's Registered Office in the State of Delaware is to be located at 2801 Lancaster Ave, Suite I, in the City of Wilmington, County of New Castle, 19805. The name of the registered agent is Cerron Cade.
- III. The Corporation shall be a "NON-PROFIT NONSTOCK CORPORATION" as defined in Section 114(d) of General Corporation Law of the State of Delaware.
- IV. The Corporation is a nonprofit organization organized and operated exclusively for charitable, religious, educational, literary and scientific purposes within the meaning of Section-501 (c)(3) of the Internal Revenue Code of 1986, as amended, or the corresponding provision of any subsequent Federal tax laws (the "Code"). As a means of accomplishing the foregoing purposes, the Corporation shall have the power to do any and all acts necessary or conducive to the attainment of any of the objects and purposes hereinabove set forth to the same extent and as fully as any natural person might or could do; provided, however, that notwithstanding any provision of this Certificate of Incorporation or any provisions of applicable law to the contrary, the Corporation shall not have the power to carry on any activities which would cause it to fail to qualify, or continue to qualify, as (a) an organization exempt from Federal income tax under Section 501 (c)(3) of the Code, or (b) an organization to which contributions are deductible under Sections 170, 2055, and 2522 of the Code. The Corporation shall be authorized to solicit, receive and administer funds for the above purposes, but the Corporation shall not be authorized to accept gifts or contributions for other than the purposes hereinabove stated. The funds of the Corporation shall not be restricted to use to people of any race, creed, color, **sex**, national origin, religion, marital status, **age**, disability, sexual orientation, or veteran status, but such funds shall be administered on a **nondiscriminatory basis**.

In furtherance of the foregoing, the Corporation shall have the power to fulfill its purpose to empower City of Wilmington and Delaware residents to share their voices and creativity, creating a greater sense of community pride and invigorating our people with the power of media and artistic creation by way of public access and media and broadcast training; and engage in all lawful acts or activities in which a corporation organized under the General Corporation Law of the State of Delaware may **engage** which are not inconsistent with the foregoing provisions of this Article IV or any other express restrictions on the powers of the Corporation set forth herein.
- V. The Corporation shall be managed by or under the direction of its governing body, which shall be known as the Board of Directors (the "Board"). The Board shall have the power to make, adopt, alter or repeal, from time to time, the Bylaws of the Corporation (the "Bylaws"), and each member of the Board is entitled to (1) vote on any matter submitted to the Board (or any committee thereof); provided that the Executive Staff shall not be entitled to vote on any such matter. The Board shall consist of a minimum of five (5) directors and a maximum of eleven (11).
- VI. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth. No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including publishing or distributions of statements) any political campaign on behalf of or in opposition to

any candidate for public office. Notwithstanding any other provision of this Certificate of Incorporation, the Corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of the Corporation.

- VII. The corporation is not authorized to issue capital stock.
- VIII. No member, director, officer or employee of the Corporation shall be personally liable for the payment of the debts of the Corporation, except as such member, director, officer or employee may be liable by reason of his own conduct or acts.
- IX. In the event of the liquidation, dissolution or winding up of the Corporation, whether voluntary, involuntary or by operation of law, except as may be otherwise provided by law, the Board shall distribute all of the assets of the Corporation in such manner as the Board, in its absolute and uncontrolled discretion, may be a majority vote determine; provided, however, that any such distribution of assets shall be made to carry out the objects for which the Corporation is organized described in Section 501 (c)(3) of the Code, and to which, at the time of such distribution, contributions are deductible under the provisions of Sections 170, 2055 and 2522 of the Code.
- X. The Corporation reserves the right to amend, alter or change any provision contained in this Certificate of Incorporation in the manner now or hereafter prescribed by applicable statute, and all rights conferred herein are granted subject to the reservation; provided, however, that no amendment, alteration, change or repeal shall be allowed to authorize the Board to manage the property of the Corporation or to conduct the affairs of the Corporation in any manner or for any purpose contrary to the provisions of Section 501 (c)(3) of the Code; provided, further, that any change to Articles V and VJ shall not be made unless first approved by 2/3 of the total number of authorized Directors or such greater vote as may be required by law.
- XI. The name and mailing address of the incorporator are as follows:

Carron Cade
2801 Lancaster Ave, Suite I
Wilmington, DE 19805

I, **The Undersigned**, for the purpose of forming a corporation under the laws of the State of Delaware, do make, file and record this Certificate, and do certify that the facts herein stated are true, and I have accordingly hereunto set my hand this 1 day of June, 2019.


Carron Cade, Inc?orporator, DEN Foundation Inc

REBECCA ASHTON PARSONS
NOMIYN!UC
STATE OF DELAWARE
Ily &jlllle0. "8,21120

WITNESS:


Rebecca Ashton Parsons

