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WHYY CONTRACTS WITH WILMINGTON, DEL.'S DELMARVA GROUP TO DESIGN WHYY.ORG'S NEWS AND INFORMATION SERVICE

PHILADELPHIA, Jan. 13, 2010 — WHYY has contracted with the Delmarva Group of Wilmington, Del., to develop the architecture of WHYY.org's expanded news and information service.

WHYY will launch the redesigned service in late spring that will provide its news teams in Philadelphia and Wilmington with state-of-the-art production tools, said Chris Satullo, WHYY executive director of News and Civic Dialogue.

Delmarva Group will work with WHYY staff to develop a content management system that will be at the core of the site.

"The goal is to innovate and explore in the forms of multimedia journalism that the Web enables and to help fill the civic and informational gap left by the decline of the region's major newspapers," he said. "The Web site can be used as a gathering spot and archive for civic engagement."

The service will have a distinct brand under WHYY.org, but its technology could be leveraged to revamp WHYY's entire Web site, said Richard Baniewicz, WHYY's online director. The service will also be designed using open-source technology, enabling greater engagement among visitors, he said.

"The Delmarva Group welcomes the opportunity to develop WHYY's new state-of-the-art news and expanded information service," said JT Koffenberger, founder and general manager of Delmarva Group LLC. "While the technology will enhance and expand WHYY's capability to deliver the news and provide updated information instantaneously, the benefit will be to WHYY's audience."

Delmarva Group LLC is a Delaware-based managed information technology services firm serving the Mid-Atlantic region as well as national clients.

WHYY is Greater Philadelphia's leading public media provider, serving southeastern Pennsylvania, southern New Jersey and all of Delaware for more than 50 years with content available on radio, television and the Web.

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