

FCC 396 EEO Report  
Exhibit 2

**WDSC-TV 15**  
**Daytona State College**

EEO REPORTING PERIOD

October 1, 2018 - September 30, 2019

**NO NEW HIRES**

**FCC 396 EEO Report**  
**Daytona State College WDSC-TV**  
**Prong 3 Long-Term Outreach Recruitment Initiatives**  
**October 1, 2018 - September 30, 2019**

**FCC 396 EEO Report**  
**Exhibit 2**

No.	Date	Initiative	Description	Scope of Involvement	Personnel Involved
1	10/1/18 - 9/30/19	Professional Development & Promotional Outreach	Florida Public Relations Association	Station Representative attend monthly meetings	Jacqui Van Kirk
2	1/14-5/16/19	Educational Development &	RTV 2541 class	Students get hands-on experience & coursework credit	Anita Bevins
3	1/14-5/16/19	Educational Development &	RTV 1510 LAB	Students get hands-on experience & coursework credit	Anita Bevins, production staff
4	1/14-5/16/19	Educational Development &	RTV 1000 class	Students get hands-on experience & coursework credit	Anita Bevins
5	1/14-5/16/19	Educational Development	RTV 2541 LAB	Students get hands-on experience & coursework credit	Anita Bevins, production staff
6	9/27/18 - 12/6/18	Educational, Informational & Entertaining	Local Flavor	30-minute, locally-produced live call-in series educating the public about global culture and cuisine.	Anita Bevins, students, production staff
7	Fall 2018	Informational, Entertaining	DSC Athletics	Sports productions, live broadcasts for various sports	Production staff, PSA staff and students from the advanced broadcast TV program
8	10/12/18	Educational, Outreach	Jayanti Seiler's Students	Station Tour	Derek Sanford
9	11/2/18	Entertaining	Our Gift to the Community	DSC holiday concert at the News-Journal Center	Derek Sanford, Mike Rentnelli
10	11/16-17/18	Informational, Entertaining	NJCAA Soccer Tournament	Live sports broadcasting	Production staff and PSA staff
11	Spring 2019	Informational, Entertaining	DSC Athletics	Sports productions, live broadcasts for various sports	Production staff and PSA staff
12	2/14/19 - 5/2/19	Educational, Informational & Entertaining	Looking Good Florida - <i>Good Looks</i> about trends and practical skills in the fields of cosmetology and barbering.	30-minute, locally-produced live call-in series	Anita Bevins, students, production staff
13	4/4/19	Informational	FPRA Volusia/Flagler mini-conference	WDSC produced a :30 PSA for broadcast	Jacqui Van Kirk, Derek Sanford
14	5/2/19	Informational	Who is Jay? Mental Health Symposium	WDSC produced a :30 PSA for broadcast	Jacqui Van Kirk, Derek Sanford

**FCC 396 EEO Report**  
**Daytona State College WDSC-TV**  
**Prong 3 Long-Term Outreach Recruitment Initiatives**  
**October 1, 2018 - September 30, 2019**

**FCC 396 EEO Report**  
**Exhibit 2**

15	7/18/19	Educational, Outreach	Center for Visually Impaired (CVI)	Station Tour for students at CVI	Jacqui Van Kirk, Mike Rentenji
16	8/21-12/12/19	Educational Development	RTV 2241 class	Producing for TV	Anita Bevins, production staff
17	8/25-12/12/19	Educational Development	RTV 2541 class	Team media production lecture	Anita Bevins
18	8/21-12/12/19	Educational Development	RTV 2940 class	Students get hands-on experience & coursework credit	Anita Bevins, production staff
19	8/21-12/12/19	Educational Development	RTV 1670 class	Television Directing	Anita Bevins, production staff
20	8/22-12/12/19	Educational Development	RTV 1000 class & lab	Students get hands-on experience & coursework credit	Jim Helmer
21	8/22-12/12/19	Educational Development	RTV 1510 class & lab	Students get hands-on experience & coursework credit	Jim Helmer
22	8/21-12/12/19	Educational Development	RTV 2290	Topics in remote sports broadcasting	Jim Helmer
23	8/25-12/12/19	Educational Development	RTV 2534	Electronic field production	Jim Helmer

**FCC EEO Narrative Statement  
Daytona State College WDSC-TV  
October 1, 2017 to September 30, 2019**

Daytona State College is a member of the Florida College system and the licensee of WDSC TV, a public television station. As a department of Daytona State College, WDSC TV abides by the college's policy of providing equal employment opportunities. The station is located in a digital television facility on the Daytona State College Daytona campus. WDSC delivers educational programs, services, and information to central Florida homes, schools, and businesses. WDSC is committed to broadcasting high quality programs, which address the interests and needs of the communities served by the college and its designated market area.

Daytona State College prohibits discrimination and provides equal opportunity in employment and education services to all individuals without regard to age, ancestry, belief, color, disability, ethnicity, genetic information, gender, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation or veteran status. If you have any questions or concerns regarding equity or equal access, contact Lonnie Thompson, Director of Equity and Inclusion, at (386) 506-3973 or [ThompsL@daytonastate.edu](mailto:ThompsL@daytonastate.edu). The Office of Equity and Inclusion is located at 1200 W. International Speedway Blvd., Daytona Beach, FL 32114.

For the reporting period October 1, 2017 through September 30, 2019, there were no new hires.

Prong three outreach initiative goals were achieved through a number of modes and are outlined on the outreach spreadsheet, which is filed each year with the EEO Public File report. Due to state and federal budget cuts, WDSC TV relied on creative approaches and made some changes in its community activities through its educational services and outreach.

WDSC TV produces programs targeted at audiences that are usually geographically or demographically underserved. Our mainstay productions, the live call-in hotline series focused on topics of special interests regarding health, history, sports, educational and informational. Our public affairs programming addressed issues important to our immediate geographic audience in Volusia and Flagler Counties. We cover topics in depth that are often not covered by other broadcast outlets in central Florida and are specific to our state and local community such as our weekly series "Volusia Magazine".

Central Florida is featured in our cultural and arts productions. We have aired a documentary by one of our in-house producers, *The Rocket*, which covered the early

history of steam car racing on the beach at Daytona. We also presented another in-house production titled *Boards on Water*, a three-part series about the history and how-to of water skiing. A historical documentary titled *Wings of Victory* focused on World War II Warbirds, the fighting aircraft and the veterans who flew in them.

Daytona State College received a grant from the Department of Justice for Violence Against Women, which resulted in WDSC producing three Public Service Announcements (PSA) and the fourth PSA included a public event at the News-Journal Center. WDSC also produced Public Service Announcements for The Junior League of Daytona Beach about Human Trafficking, Who is Jay? Mental health Symposium, Florida Kids Care, and the Florida Public Relations Association Volusia/Flagler Chapter about the *Art & Science of Public Relations*.

As a department of Daytona State College, WDSC staff instructs students and volunteers providing them with hands-on experience crewing live productions in the nation's 18<sup>th</sup> broadcast market while they earn college credit. Many of our students gain experience unavailable at any other local institutions, which enable them to be marketable even before graduating. Our students have gone on to work at national institutions such as ESPN, Nickelodeon, and ABC while others are pursuing freelance work or have gone out and started their own production businesses. Also, as part of our college mission we have begun producing promotional spots and institutional videos for various programs and departments of the college. Other initiatives are listed below.

#### Friends of WDSC TV Endowment Fund

This scholarship fund is specifically for the broadcast television production degree- or certificate-seeking students.

#### Students and Volunteers

WDSC TV welcomes the opportunity for students and volunteers to help out in all areas of the station.

#### Live Broadcast Hotline Shows

WDSC TV produces programs targeted at audiences that are usually geographically or demographically underserved. Our mainstay productions, the live call-in hotline series focuses on topics of special interest regarding health, history, sports, educational and informational.

#### Florida Public Relations Association

A station representative attends monthly meetings to network and promote WDSC TV.