FCC 396 EEO Narrative Statement - Exhibit 3

Daytona State College WDSC-TV

October 1, 2013 to September 30, 2015

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.

“Daytona State College prohibits discrimination and provides equal access/equal opportunity to all persons regardless of age, ancestry, belief, color, disability, ethnicity, genetic information, gender, marital status, national origin, political affiliation, race, religion, sex, and veteran status. If you have any questions or concerns regarding equity or equal access, contact Lonnie Thompson, Director of Equity and Inclusion, (386) 506-3000 ext. 3973 or ThompsL@daytonastate.edu. The Office of Equity and Inclusion is located at 1200 W. International Speedway Blvd., Daytona Beach, FL 32114.”

WDSC did not hire any employees for the reporting year October 1, 2013 to September 30, 2015.

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 this year focused on topics of special interest to minorities and seniors such as pet care and gardening. 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.

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 18th 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**

This is a scholarship fund that is specifically setup for the television studio production certificate students.

**Students and Volunteers**

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

**Live 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 such as gardening and pet care Tuesday evenings and our student-run production on Thursday evenings.

**Florida Public Relations Association**

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