



2015 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“Enclosed is my check in the amount of \$50.00 representing my donation to your public television programming. I very much enjoy them; especially the British ones, Foyle’s War and Doc Martin.

Mary from Apopka, FL

WDSC-TV is a noncommercial educational television station that reaches over 3 million potential viewers in the 18th largest market in the country and is viewed throughout 9 counties in the central Florida area.



WDSC Public Television 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.

In 2015, WDSC provided these key local services:

- Educational Services
- Emergency Website
- Practicum Classes
- Hotline Series
- Local Series
- Grant projects
- Contract projects
- College Projects
- Local Documentaries
- Government Programs
- Local Music
- On-air image production
- On-air underwriter production
- On-air virtual membership drives
- eProgram Guide
- International Program
- International News

WDSC local services had deep impact in the Central Florida area.

- Florida Public Radio Emergency Network (FPREN)
- Volusia/Flagler Florida Public Relations Assoc. membership
- Station tours for boy scout troops
- Station tours for middle and high school students
- Embry Riddle Aeronautical University student training

WDSC Public Television's key initiatives include:

Local Community Outreach:

During the fiscal year 2014-15, WDSC-TV continued to rely on creative approaches in its community activities through its educational services, outreach and productions.

At this time, our community outreach focus is to enhance our collaboration with Daytona State College on the needs of the community with an emphasis on a dual partnership with the station and the college. The station is working with students from the video production design courses for the college at the station's studio to produce live over-the-air programs for community interest. These programs are called live hotline shows. They are produced during the fall and spring semesters over a thirteen-week period. The series discuss community interest topics such as gardening in central Florida and how to care for your pets.

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 earning college credit. The live on-air hotline series is actually their regular required laboratory time, and they are graded on their performance. Many of our students gain experience not available at other local higher education institutions. This training enables them to be marketable even before graduating. Our students have gone on to work at national television networks while others are pursuing freelance work or have started their own production businesses. Also, as part of our college mission promotional spots, instructional and academic support videos are produced for various programs and departments of the college.

The station has provided the local community with programs such as a World War II airplane restoration program called "*Wings of Victory*" and the community holiday concerts.





2015 LOCAL CONTENT AND SERVICE REPORT IN THE COMMUNITY

Production Activity for Unserved or Underserved Audiences:

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: “*Florida Public Radio Emergency Network*” website and the weekly series “*Volusia Magazine*.”

WDSC provides international and cultural programs from around the world. We also air daily live coverage of legislative sessions from the State capitol.

Viewer Comment:

“I couldn’t live without you! You play so many wonderful English programs. I tune you in every evening. You are my saving grace. Keep up the good work! I have an antenna so I can get on-air broadcasts with ease...”

Netty

Viewer Comment:

“Just wanted to let you know that although we spend a lot of time in other parts of the country. We enjoyed your over-the-air broadcasts while we were in Florida. We enjoy a wide spectrum of your broadcasts, but particularly appreciated your foreign news and entertainment programs...”

Jim & Carol

Program Content in Other Languages:

WDSC-TV continues to develop plans to use our digital streams to expand this service. WDSC-TV's primary channel broadcasts news feeds from other countries. They are: *Newsline*, which is broadcast in Japanese; *Out of Ireland*, news about Ireland broadcast in English; *Journal*, news about Germany's culture; and the BBC World News, which addresses worldwide news.

On the third digital channel, WDSC-TV is providing the viewing audience with programs from MHz Worldview. This programming gives our viewer(s) multiple news and cultural programs from throughout the world and in various languages. The station has received very positive responses to the MHz Worldview programs, which started in June of 2008.

Community Outreach Initiatives:

WDSC staff will work with the various departments at Daytona State College to create and participate at events that would enhance educational and cultural needs of the community, enhance membership drives and advance the outreach initiatives. Some of these initiatives include:

- Launch of the new Center for Interactive Media video courses for Daytona State College students at the station;
- Community interest to focus on student video production projects;
- Partnerships with performing arts programs and local businesses;
- Continued partnerships with area emergency operation centers regarding local weather events.

Hotline Series:

Live call-in hotline show on the following categories.

Series on Gardener's Hotline, Pet Owner's Hotline, and other programs of local interest in a live, 30-minute call-in format using students from the Television Production Studio Certificate program and volunteers as the production crew.



Local and State:

Volusia Magazine, a weekly broadcast show produced by the Volusia County Public Relations Department, which comes to the station ready for airing.

WDSC is a partner in the distribution of the Florida Public Radio Emergency Network (FPREN) on the station website to inform viewers and internet users on emergency events in the community and statewide.



High School Culinary Competition:

WDSC provides coverage of the annual high school culinary competition at Daytona State College.

High School students from central Florida and other areas of the state come together to compete by demonstrating their skills in knife use, food preparation, cooking and centerpiece design.





FLORIDA PUBLIC RADIO EMERGENCY NETWORK

WDSC is a partner in the distribution of the **Florida Public Radio Emergency Network (FPREN)** on the station website to inform viewers and internet users on emergency events in the community and statewide.

FPBS member stations are a critical link in the state's **Emergency Management Network** during a crisis. Through our statewide communications network and its unique infrastructure, our stations provide key safety and evacuation information updates to residents during hurricanes and other natural disasters. We are equipped and prepared to stay on-air during times of crisis.

WDSC public television is a member station of Florida Public Broadcasting Service (FPBS) and disseminates public service announcements during emergencies such as hurricanes, tornadoes, floods, fires, chemical spills or other disasters.

Reach in the Community:

Nine counties viewed: Brevard, Flagler, Lake, Marion, Orange, Osceola, Putnam, Seminole and Volusia.

Evaluating Outcomes, Measuring Impact



“We’re new to Central Florida. We like your programs very much, especially British comedies on Saturday evening. Outnumbered is our favorite. We hope this donation helps to keep your station alive.” – Chad and Gloria Hill

WDSC will comply with reporting expectations outlined by the State Department of Education, Florida Public Broadcasting Service, the Corporation for Public Broadcasting, Daytona State College, all other grant awards, and federal, state and college auditors.



“I love that you show the more recent British sitcom fare. I especially enjoy Doc Martin and would like to support this show.” – Henna B.

“Enclosed, please find a donation to WDSC. Thank you for bringing us the test kitchen at 11:30 a.m. and the BBC news at 5:30 p.m.”

Dorothea M.

WDSC public television’s local impact is measured by continued support from the counties we serve, local health agencies and several Emergency Operation Centers that use the Station to disseminate vital information to local communities.
