

AGENCY NAME:	South Carolina Educational Television Commission		
AGENCY CODE:	H670	SECTION:	8

Fiscal Year 2017-2018 Accountability Report

SUBMISSION FORM

AGENCY MISSION	To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.
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AGENCY VISION	SCETV will be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.
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Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

	Yes	No
RESTRUCTURING RECOMMENDATIONS:	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please identify your agency's preferred contacts for this year's accountability report.

	Name	Phone	Email
PRIMARY CONTACT:	Anthony Padgett	803-737-3240	apadgett@scetv.org
SECONDARY CONTACT:	Tracey Hunt	803-737-3379	thunt@scetv.org

I have reviewed and approved the enclosed FY 2016-2017 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):	
(TYPE OR PRINT NAME):	Anthony Padgett, ETV CEO and President

BOARD/CMSN. CHAIR (SIGN AND DATE):	
(TYPE OR PRINT NAME):	Dr. Brent Nelsen, ETV Board Chair

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AGENCY'S DISCUSSION AND ANALYSIS

SCETV is a valued asset to the citizens of South Carolina and strives to provide educational resources for children, educators, and caregivers. We support emergency preparedness throughout the state and provide government transparency through coverage of news and public affairs. SCETV reaches out to all members of our audience regardless of age, economy, race, or political beliefs. As a trusted steward and valued partner in South Carolina, we take pride in our partnerships and projects that aim to improve the quality of life in our state.

ETV celebrates 60 years of service to South Carolina in September 2018. ETV remains South Carolina's only statewide broadcasting service for both TV and radio. ETV's and South Carolina Public Radio's signals reach rural areas in the state where viewers and listeners often do not have access to or can't afford cable or internet services. ETV, one of the few remaining free, over-the-air options, is in many cases the primary source of educational and cultural content for these areas.

In October 2017, ETV named Anthony Padgett as its President and CEO. Previously Padgett served as Georgia Public Broadcasting's Chief Operating Officer since 2014 and prior to that as the Senior Vice President of Content and Operations at WJCT in Jacksonville, Florida.

In order to fulfill its mission, ETV must continue to maintain a complex infrastructure to support television and radio while at the same time increasing web services and streaming services. Measures used by the agency often apply to multiple areas. ETV repurposes content, produces for many platforms, and maximizes use of product across customer groups in order to be efficient and productive. The measures in this report reflect stable movement toward digital delivery while generating revenue for digital and broadcast efforts.

SCETV provided vital local services which included: educational content and training to schools and agencies, support of the state's emergency communications system, legislative coverage of House and Senate sessions, broadcast of the State of the State Address, and additional meetings on-air and online; outreach with "Smart Cat," our kids' mascot, whose mission is to keep children healthy, smart, and safe; and public safety training for law enforcement and first responders, including online courses on interoperable communications.

SCETV's local services had a deep impact in South Carolina and provided online educational content to our state, including online teacher training and recertification courses and face-to-face workshops to over 7,074 teachers, staff, and administrators. Courtesy of Sprint and SCETV, 257 Pre-K and after-school providers received free mobile broadband routers and 30GB of free cellular data per month. Also SCETV and SC Public Radio continued to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.

South Carolina ETV broadcasts live coverage of the S.C. legislature each day of the session on the ETV World channel. Committee meetings and select Supreme Court hearings are streamed live on the station's website. In addition, a Facebook video recaps each day's events; a weekly podcast, SC LEDE,

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features reporters discussing the legislature; and S.C. Public Radio broadcasts a five-minute wrap-up of the week's deliberations each Friday.

South Carolina Public Radio has added an HD Radio broadcast signal in the Charleston area. The HD radio service transmits a digital signal with CD quality sound, free of hiss or static. It also displays information, such as the name of the program. It allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).

Through the human stories of patients, families, clinicians and others, SCETV, in collaboration with the South Carolina Telehealth Alliance, explores the complexities of telehealth, which uses technology to bridge the physical gaps between caregivers and patients. The goal of each story is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina. The stories are presented as blogs and video features.

South Carolina ETV's coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television's World channels carried the one-hour telecast live August 21st as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide. Astronaut and SC native Charles Duke also appeared on the program. Locally, SC Public Radio's "narration" from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The program was nominated for a Southeast Regional Emmy.

SCETV and SC Public Radio fans got a chance for travel that tied in with their favorite programs. In this past year, fans of *A Chef's Life* have had the chance to visit Chef Vivian Howard and her husband Ben Knight in Kinston, NC, to explore the world of *A Chef's Life*. Listeners to *Walter Edgar's Journal* traveled S.C. Revolutionary War roads with the SC Public Radio historian exploring battle sites. Naturalist and Expeditions host Patrick McMillan, Ph.D., guided members on an unforgettable tour of Maine, discovering all of its natural wonders.

This Old House®, the 18-time Emmy® Award-winning home improvement series, came to Charleston for the second half of its 39th season with two different projects. The first Charleston project was a brick 1840s "single house" with a separate kitchen building. The second project followed the transformation of a neglected vacation home into a full-time residence.

Bridget Lancaster and Julia Collin Davison from *America's Test Kitchen* recorded spots in the SCETV studio before a sold-out member event in Columbia in June of 2018. The popular co-hosts also appeared at a member luncheon event at the Le Creuset demonstration kitchen in Charleston.

Reel South, the southeast documentary series presented nationally by South Carolina ETV and UNC-TV, premiered its third season. The 10-episode season featured independent documentary films about the American South to focus on its history, people, culture and landscape. Highlighting the Southern tradition of storytelling, the series emphasized the region's diverse voices and points of view.

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Beyond the Fields: Slavery at Middleton Place documents the lives of slaves who were left out of historical records. Middleton Place, a National Historic Landmark, located on the Ashley River outside of Charleston, South Carolina, has been engaged for decades in telling the story not just of its white owners, but also of its African-American population. This American story is told through discussions with historians, authors, researchers, preservationists, historic site interpreters and descendants of the Middletons. The film is produced by Sunhead Projects and presented nationally by SCETV.

Yoga in Practice, a new SCETV national series, encourages a daily yoga practice for the at-home student. Led by master instructor Stacey Millner-Collins of Columbia, each episode also includes basic beginner techniques of meditation and breathing exercises to help reduce the stress and anxiety associated with modern life.

Sea Change a SCETV special, presents diverse perspectives on the impact of sea level rise on the Eastern Seaboard, as experienced in coastal South Carolina and Georgia. Narrator Patrick McMillan takes viewers from the sands of Hunting Island State Park to other communities along the coast, looking at immediate and long-term impacts and the efforts made to withstand nature's onslaught.

The Orangeburg Massacre: Remembrances and Reckoning, a SCETV special, commemorated the 50th anniversary of this tragic event, when police officers opened fire on the campus of S.C. State University, leaving three African-American students dead. Survivors, participants and officials share their remembrances and struggle to provide some sense of reckoning and hopes for closure.

Between the Waters is an SCETV immersive transmedia project that highlights historic Hobcaw Barony. Located near Georgetown, the special tells the story of Hobcaw, now preserved for education and research, in the words of those who lived there. The broadcast special is complemented by the *Between the Waters* website, where visitors can take a virtual tour, moving down rice canals and listening to the stories of former residents. *Between the Waters'* content was also used to create an online teacher recertification course, making this a truly cross-platform undertaking.

Charlie's Place with Carolina Stories was produced as a new SCETV documentary to tell the story of an African-American nightclub in Myrtle Beach, S.C., that was a significant stop on the Chitlin' Circuit in the segregated South. From the 1930s to the 1960s, owner Charlie Fitzgerald welcomed blacks and whites to his club to hear musicians including Billie Holiday, Ray Charles, Ruth Brown, and Little Richard. In 1950, *Charlie's Place* was attacked by the Ku Klux Klan and Charlie Fitzgerald was beaten and left for dead by the side of the road. It closed in 1965, but today efforts are being made to revitalize the neighborhood, an important example of racial diversity and black entrepreneurship.

South Carolina ETV, partnering with The Post and Courier, hosted five gubernatorial debates in May and June 2018. It was the only time all 5 candidates for the Republican race and all 3 candidates for the Democratic race appeared together on the same stage. The debates, which were both sanctioned by the SC GOP and SC Democratic Parties, were held at Clemson University, the University of South Carolina, and the Newberry Opera House. Former CNN correspondent and dean of USC Charles Bierbauer moderated.

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Throughout the year SCETV supported SCEMD in announcing state office closings during times of emergency or severe weather. ETV provides a “crawl” on the lower part of the TV screen alerting viewers of any state office closings or delays. ETV Digital also displayed the closings on www.scetv.org. South Carolina Public Radio also announced the closings for delays.

ETV launched a new app for television and radio that brings ETV and SC Public Radio local and national content to mobile audiences. Since the 2016 launch of the app, 4,805 downloads/active installs occurred for ETV and SC Public Radio. COVE, a PBS media player for video programming, uses Google analytics to determine user web interactivity. Those analytics indicate that ETV is growing in online distribution and media consumption of its content. During FY 17-18, COVE sessions increased to 428,389 and YouTube video views of ETV content increased to 347,199.

While digital delivery is becoming more important, traditional means of transmitting content remains the public’s first choice of access. In August 2017 ETV launched SCETV PBS Kids 24/7. More than two-thirds of all kids ages 2-8 watch PBS (Nielsen, 2016). PBS stations reach more kids age 2-5, more moms with young children, and more children from low income families than any other kids TV network (Nielsen, 2016). PBS Kids resources have been demonstrated to help close the achievement gap for children from low income families and better prepare them for kindergarten.

South Carolina Public Radio is in its 45th year of broadcasting in South Carolina. The weekly audience is 352,100 listeners (fall 2016, Nielsen book), up 7.5% from the previous year. Radio listenership continues strong and is increasing through streaming and ancillary apps such as Tune-In, Public Radio Player, NPR News and Music, NPR One, and iTunes radio.

Funded with help from the Legislature, the weekly SC Public Radio segment *Statehouse Week* looks at pertinent issues and actions involving the General Assembly, the Governor, and other state officials. The program tracks major legislative issues and looks at how they may affect citizens of the state. Live coverage of major events such as the Governor’s State of the State Address originates from the State House.

A live classical music show, *Sonata’s and Soundscapes*, airs weekday mornings. Other local programs such as *Walter Edgar’s Journal*, *SC Focus*, *Health Focus*, *Earth Sense*, *On The Keys*, *Carolina Live*, *Minute with Miles*, *Rudy Mancke with Nature Notes*, *Arts Daily*, *South Carolina Business Review* and annual *Spoletto Festival USA* coverage are productions that bring excellent original content to South Carolina.

South Carolina Public Radio has collaborated with the Spoleto Festival for more than 30 years to produce *Chamber Music from the Spoleto Festival USA*, a statewide series that becomes a nationally syndicated version of the daily concerts. This production reaches national and international audiences. Excerpts are broadcast on American Public Media’s *Performance Today*, reaching over 1.1 million listeners each week on 284 stations. In addition, SC Public Radio continues to distribute rebroadcasts of *Marian McPartland’s Piano Jazz* to more than 100 stations nationwide through NPR.

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A Minute with Miles informs and entertains providing illuminating flights through the world of classical music. *Carolina Live* is a weekly program of the Carolinas' best live classical concert recordings, a co-production with WDAV-FM, Davidson, N.C. *Chamber Music from Spoleto Festival USA*, a national production presented by SC Public Radio, features concerts recorded live at the Dock Street Theatre in Charleston, SC. *Sonatas and Soundscapes* explores the diverse and colorful range of classical (and not-so-classical) music. *On the Keys* features classical music that highlights the piano.

Marian McPartland's Piano Jazz, a national production presented by SC Public Radio, showcases the world's top musicians of all time. *Roots Musik Karamu* centers on reggae music, but, also brings you the sounds of calypso, soca, blues, jazz, gospel, Juju, and other Afro-centered musical genres. *Spoleto Backstage* is a limited series podcast which takes you behind the curtain to meet the artists and people who make Spoleto Festival USA happen in Charleston.

Arts Daily, which lists arts related events in the state, is presented by SC Public Radio in partnership with the South Carolina Arts Commission and the College of Charleston. Health Focus features interviews with doctors, medical professionals and researchers. *Making It Grow* offers gardening tips and techniques. *NatureNotes* offers a chance to find out about diverse topics having to do with the natural world. News and weathercasts produced by SC Public Radio air weekdays during *Morning Edition* and *All Things Considered*. *South Carolina Business Review*, focuses on news from South Carolina's business community with interviews of many small business owners and business leaders from around the state.

South Carolina Lede is a podcast about the people and issues shaping South Carolina state politics. State House Week focuses on the House of Representatives and Senate sessions, House and Senate committee meetings, public hearings and other South Carolina government events. *Walter Edgar's Journal* delves into the arts, culture, history of South Carolina, and the American South.

SCETV produces content about education in South Carolina. *Carolina Classrooms* is our educational series for teachers, parents and all citizens invested in the education of our children. Each program focuses on key educational topics and initiatives in our state. It also has additional content available on its web site, CarolinaClassrooms.org.

SCETV partners with several organizations throughout the state to provide technical services to advance the cause of education. Each fall, SCETV produces, streams live to schools, and records for future broadcast the James Otis Lecture Series. Now in its tenth year, The James Otis Lecture is the South Carolina Chapter of the American Board of Trial Advocates' contribution to our state's education system by presenting a program every year around Constitution Day. For federally funded schools, it is a federal mandate to have a program every year on or around Constitution Day, which is officially September 17th. Past lectures can be seen at www.scetv.org/otislecture.

Several times each year, SCETV partners with the South Carolina Association of School Administrators (SCASA) and the South Carolina Foundation for Educational Leadership (SCFEL) to help bring several events to schools and school leaders throughout the state. SCASA announces each spring its Palmetto's Finest award winning schools from the studios at SCETV. Education personnel support the production

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of SCASA’s annual Innovative Ideas Institute, a conference held each summer to offer professional development opportunities to school administrators. And for the past two years, SCETV has done the same for SCFEL’s Circle of Life Gala, which celebrates distinguished SC public school graduates and Educator Hall of Fame inductees.

ETV has partnered with early childhood organizations statewide, including South Carolina’s First Steps, Head Start, and the After School Alliance to distribute Sprint Wi-Fi devices to early childhood educators and others in rural remote areas of the state that have limited access to Wi-Fi services. This Wi-Fi service stems from ETV’s broadband (EBS) agreement, which was first signed in 2009. Over the past year, Sprint has made more than 200 hot spots available to ETV for distribution. ETV’s new innovative LearningWhy website provides standard-based lesson plans to South Carolina teachers. Over 2,500 South Carolina educators are using the service, including many private schools, home schools, and higher education institutions. ETV, through its PBS affiliation, offers an award-winning media-on-demand service, SC PBS LearningMedia. Teachers have access to thousands of free, innovative standards-aligned and curriculum-targeted digital resources from ETV’s Education Service. Over the past two years, ETV has provided face-to-face training to 10,149 teachers, administrators and staff.

In addition to face-to-face training, ETV offers online courses for teacher recertification and professional development. This year, 88,742 instructional hours of Pre K-12 educator recertification course credit were provided. These include PBS TeacherLine Southeast (SC, NC, and Georgia), the ETV Endowment’s TeacherStep courses, ETV’s Teacher Recertification, and face-to-face trainings. All courses are approved by the SC Department of Education or the appropriate learning institution.

ETV provides an annual teacher survey that shows the use and effectiveness of ETV resources in the classroom. Of the applicable survey respondents, 93.12% said the ETV Education services they employed, including content and/or professional development, helped better facilitate learning to improve student performance/engagement and meet the goals of the Profile of the South Carolina Graduate.

ETV continues to support the Criminal Justice Academy through its online course management system and customer service. ETV hosts CJA’s self-paced content and training for retired SLED agents and state constables that do not have access to CJA’s training system. ETV’s online course systems enable these groups to access CJA’s recertification training and allow them to maintain their required certifications. Utilization of SCETV’s SLED Constable online training site is up 22% over last year with 937 current user accounts. Total certificates issued for FY17-18 numbered 1,770 – a 33% increase over last year. SCETV also partners with the SC Department of Administration’s Division of Technology Operations to create and deliver free online interoperable communications courses to all public safety personnel in the state. The purpose of these courses is to increase the effectiveness of first responder communications within and across multiple public safety agencies and jurisdictions during an emergency response.

The most potential negative impact on the public as a result of the agency’s failure to accomplish its goals and objectives would be its loss of the capability to originate content and provide broadcast and emergency signals to citizens throughout the state. The Network plays a critical role in supporting the

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Governor’s communications and SCEMD in broadcasting and carrying online information. ETV and SC Public Radio serve as the backbone for the state’s emergency alert communications system. Teachers and students who depend on ETV content and training would no longer have access to this important educational service. Viewers and listeners across the state would lose a lifeline to ETV public affairs, arts, history, culture and science programming. If ETV is unable to accomplish its goals and objectives, those affected would include viewers and listeners across the state, public safety, emergency responders, educators, and students.

Based on performance measures adopted in FY 2017-18, ETV has met and exceeded the agency goals—to work toward creating a more entrepreneurial agency, produce and distribute education programs, provide quality media programs and transparency services, and produce, aggregate, and present broadcast TV, radio and web programming.

For the coming year, ETV will continue its five-year capital needs program, with support from the spectrum auction fund. We are working closely with the SFAA to develop long-term contracts for equipment and tower support. We will request authorization as needed. Additionally, ETV is embarking on a three-year, mandatory repacking plan involving 10 TV stations. This is the second phase of the FCC TV auction. Equipment for transmitters and other tower support will be reimbursed by the FCC, but staffing costs in engineering, finance and administration of this huge effort must be paid for by ETV. We have addressed some of these needs in our budget request for FY 18-19.

Over the past year SCETV received numerous awards for excellence and innovation. SCETV is known for being a leader throughout the country in creativity and production. A few of the awards and accolades are below:

A Chef’s Life won the Daytime Emmy® for Outstanding Culinary Program. Hosted by Emmy nominee Vivian Howard, the series is in its fifth year on PBS and is presented nationally by SCETV. Director Cynthia Hill has previously won for her work on the series.

South Carolina Public Radio won First Place for its story on “Michael Slager’s Sentencing” in the Nationally Edited Breaking News Division at the PRNDI (Public Radio News Directors Incorporated) Awards. Reporter Victoria Hansen reported on the results of a racially-charged police shooting in Charleston that made national headlines and sparked calls for reform.

SCETV received the 2017 AVA Digital Award for web-based production and interactive communication.

SCETV received the 2018 DotComm Gold Award in the category for "video for web-documentary" and was awarded a Platinum Award in the category for "website- educational institution."

Making It Grow, Clemson University’s and SCETV’s weekly live TV call-in horticulture program, received four Telly Awards in four different categories.

Back Country Battles (Southern Campaign Modules edited into single movie) was a co-winner of the Heritage Award in October, 2017. The Arkhaio Cultural Heritage and Archaeology Film Festival

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showcase the discovery of past cultures gained from archaeological research, and illustrated by documentary films.

In September 2017 Betsy Newman received an Award of Merit from the American Association for State and Local History for the interactive series, *Between the Waters*. The American Association for State and Local History was founded in 1940. It provides services and assistance to over 5,500 institutional and individual members, as well as leadership for history and history organizations nationally. It is the only comprehensive national organization dedicated to state and local history.

Beryl Dakers received an Annual MLK DAY Celebration Award in Broadcasting and Communications, January 15, 2018, presented at Chappelle Memorial AME Church.

South Carolina Public Radio received several awards during the past year. Tut Underwood, a producer with ETV, received the South Carolina Broadcaster's Association Radio Reporter of the Year Award of Merit and

Victoria Hansen, also a producer, received an award for the Public Radio News Director's Incorporated First Place Award for Nationally Edited Breaking News-Michael Slager Federal Sentencing.

In accordance with 2016 State Law Proviso 8.4, directing ETV to manage tower and antenna operations within state government, ETV has been collecting the detailed information necessary to expand the use of over 600 ETV towers throughout the state, all of the 100+ towers of other state agencies, and all other state-owned assets determined to be eligible for antenna placement. Collection of this information involves site visits, legal research, contract negotiation, and execution of land use agreements. The process can take months for a single tower. However, all of this is necessary in order to position the agency to promote and market the excess capacity on the State's wireless communications infrastructure. Concurrently with the information collection process, ETV is managing existing communications site tower licenses and negotiating new licenses. Each license usually takes several months from start to execution, and ETV currently is working on approximately 25 new licenses and amendments to existing licenses. ETV has also been collaborating with ConnectSC and USC to promote tower-related initiatives of direct benefit to the citizens of South Carolina, including Telehealth and education services to underserved communities. ETV has spent the past year developing a comprehensive database system to manage the large amount of information collected, ensuring timely handling of required actions, current and accurate records of inventory, revenue, land permits, licenses, and other pertinent information. Existing ETV Engineering, Finance, and Education personnel and resources contribute significantly to tower management.

In July 2018, ETV received \$43,162,610 in spectrum auction proceeds from the FCC. These funds were in exchange for ETV's relinquishment of spectrum associated with one of the network's upstate television channels whose signal overlaps with another ETV signal. According to the terms of the proviso (8.2), ETV will retain \$35 million of the proceeds, which are in a restricted account for capital expenditures to be utilized to shore up the Network's massive infrastructure of towers and other equipment and building structures across the state. The balance was transferred to the Department of Education, per the proviso. ETV has developed a five-year capital plan for investment of these proceeds. In July 2016, the Network began managing licensing contracts for all state towers, not just

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ETV towers, per proviso 8.4. This activity was previously handled by the Department of Administration. ETV is developing a customer service plan, billing, and administrative support to manage this activity.

ETV's infrastructure is key to the agency's ability to meet our mission. ETV creates local content specific to South Carolina. The reliability of broadcast in the event of an emergency is a core service for citizens of the state. On an ongoing basis, ETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. The way ETV stores, manages and delivers content is changing. Our delivery methods require fast reliable network connectivity and greater control and monitoring of the Network's infrastructure. Upgrades allow ETV to provide more reliable customer service in a secure, reliable manner.

ETV is critical to public safety in the state. ETV works with the Governor's Office and the Emergency Management Division to communicate important information to citizens (inclement weather alerts, state office closings, voluntary/mandatory evacuations). The Network maintains 650 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. ETV also houses critical communications infrastructure for SLED, DNR, EMD, Forestry, DOD, DHS, Civil Air Patrol, and 14 NOAA Weather Radio Service Transmitters. ETV maintains and manages the SCHEART (South Carolina Healthcare Emergency Amateur Radio Team) infrastructure, which includes a network of over 50 radio repeaters. SCHEART reaches participating hospitals in the state and allows the flow of information on incoming patients, evacuations and coordination among facilities during emergencies and weekly communications exercises.

SCETV has worked to provide the people of SC weather information in the time of emergency (DOT, EMD, etc.). We are now going to take that commitment one step further and have partnered with WUFT, Gainesville-Ocala, Florida, to provide heightened hurricane, tropical storm and other weather emergency content to South Carolina residents and visitors across the state. This partnership went into effect on September 1, 2018. The focus of this advanced initiative is to provide the state of South Carolina with live and breaking information related to natural disasters and other types of significant weather events through SC Public Radio stations, the SCETV.org website and social media channels, and eventually the SCETV television stations.

During the last six years, ETV has been increasingly more customer-focused and more entrepreneurial. The agency receives proviso funds through the state to support emergency preparedness, public safety training and transparency, and EIA funding for educational and technology services. State sourced funding is essential to maintaining ETV's primary mission: to enrich South Carolinians' lives and education. These funds support many of the services described in this report. ETV also receives funding from ETV Endowment contributors and sponsors to support acquisition and creation of national programming; other revenue sources include lease payments for use of its spectrum and licensing of tower space. Like other public media organizations, the Network receives critical funding from CPB, (the Corporation for Public Broadcasting).

The ETV Endowment of South Carolina is the liaison between ETV and SC Public Radio and the donors who financially support the television and radio programming schedules. The Endowment raised

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\$5,476,288 in membership revenues in FY 2017-18. Annual planned giving, major gifts, and sustainers are key factors in the Endowment’s fundraising strategy. Sustainers are donors who support the Endowment with recurring monthly gifts and represent 24.5% of total membership revenues in FY 2017-18, up from 20.4% in FY 2015-16. During FY2017 ETV and the ETV Endowment offered community screenings and other outreach events throughout the state. Programs featured an Eclipse Watch Party, family activities at a Daniel Tiger’s Neighborhood performance, a chamber music discussion and reception, demonstration events with *America’s Test Kitchen*, and screening events for *A Chef’s Life*, *The Vietnam War*, *Man and Moment: Steve Flaherty*, *Edgar Allan Poe*, *Yoga in Practice*, *Victoria*, *Tell Them We Are Rising*, *Pinkalicious*, *This Old House*, *Charlie’s Place*, and *The Great American Read*. During the year more than 1900 participants attended the events.

Another revenue production source is ETV’s television/web revenue projects. ETV production units sell services, and that number has increased to \$384,706.13 in production billings in FY 2017-18. The majority of that revenue was generated by grants, external clients, state agencies, rental of facilities, and ETV’s Rapid Response Studio (live shots for national news organizations, i.e., CNN, MSNBC, Fox News, Bloomberg, NBC, ABC, CBS). During FY 2017-18, live shots were produced from the Rapid Response Studio in Columbia and the regional studios in Spartanburg and Rock Hill.

SCETV is a valued and trusted resource within the state of South Carolina. We look forward to continued service to South Carolina to support the state in education, emergency communications, public safety and civic leadership. SCETV is recognized as a center of distinction for our region and the nation, providing crucial information and education to the communities we serve.

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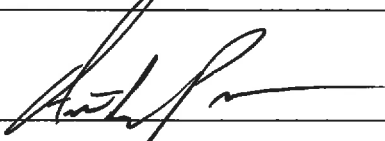
Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.


	Yes	No
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(TYPE OR PRINT NAME):	Anthony Padgett, ETV CEO and President

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(TYPE OR PRINT NAME):	Dr. Brent Nelsen, ETV Board Chair

Statewide Enterprise Strategic Objective	Type	Item #			Description
		Goal	Strategy	Measure	
	G	1			Works toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing, developing employees
Public Infrastructure and Economic Development	S	1.1			Increase giving/underwriting support
Public Infrastructure and Economic Development	-		1.1.1		Works with ETV Endowment to grow revenue
Public Infrastructure and Economic Development	-		1.1.2		Works with ETV Endowment to grow members/donors
Public Infrastructure and Economic Development	-		1.1.3		Increase agency underwriting
Education, Training, and Human Development	S	1.2			Provide value added services to the State of South Carolina to support proviso funding
Education, Training, and Human Development	-		1.2.1		Delivers teacher training; acknowledges and supports, teacher professionalism and training; supports equity and access; and uses innovative technology
Maintaining Safety, Integrity and Security	-		1.2.2		Provides transparency services to the legislature as requested
Maintaining Safety, Integrity and Security	-		1.2.3		Provides emergency preparedness services to the State of South Carolina and training for public service officials
Education, Training, and Human Development	S	1.3			Employee Development
Education, Training, and Human Development	-		1.3.1		Provides employee performance management
Education, Training, and Human Development	-		1.3.2		Keep turnover at 5-8%
Public Infrastructure and Economic Development	S	1.4			Sale of Services
Public Infrastructure and Economic Development	-		1.4.1		Sell productions services to agencies and the private sector
Public Infrastructure and Economic Development	S	1.5			Sell ETV video product to the public
Public Infrastructure and Economic Development	-		1.5.1		Maximize sales of ETV programs with available product
Public Infrastructure and Economic Development	-		1.5.2		Maximize revenues from sales with available product
Education, Training, and Human Development	G	2			Produce, convene, distribute, and market educational resources for South Carolina's Pre K-12 administrators, teachers, staff and students; using current educational content t
Education, Training, and Human Development	S	2.1			Improve teacher quality by customizing face-to-face training and online professional development services based on the state's and local schools' subject, skills and career
Education, Training, and Human Development	-		2.1.1		Provides face-to-face training within schools, at regional centers and at ETV, Provides online courses for teachers to acquire recertification through the SC Department of Educatio
Education, Training, and Human Development	S	2.2			Collaborate with Department of Education, school districts and applicable state education institutions to create, convene, and distribute educational content to support P
Education, Training, and Human Development	-		2.2.1		Creates a new platform of Education Pre K-12 lessons for teachers to use in the classroom
Education, Training, and Human Development	-		2.2.2		Provides statewide national and local Pre K-12 educational content through ETV StreamlineSC, South Carolina PBS LearningMedia, and LearningWhy for students, teachers staff, a
Education, Training, and Human Development	S	2.3			Produce and market Pre K-12 educational broadcast and web programming to target students, teachers staff and administrators, parents and local communities
Education, Training, and Human Development	-		2.3.1		Provide "Carolina Classrooms" a statewide broadcast and streaming program on topic and issues of importance to Pre-K institutions, parents, and citizenry
Education, Training, and Human Development	S	2.4			To Aggregate content for easy access to districts throughout the state in order to meet Pre K-12 curriculum and professional development requirements
Education, Training, and Human Development	-		2.4.1		Track ETV StreamlineSC, South Carolina PBS LearningMedia, Knowitall.org, and LearningWhy usage to determine impact of providing content
Education, Training, and Human Development	-		2.4.2		Track Pre-K-12 Educator Online Recertification Renewal Credits usage and face-to-face trainings to measure impact of provided PD material
Government and Citizens	G	3			Grow agency services with quality media and programming. Transparency services to legislature and government to provide citizens with an understanding of how governme
Government and Citizens	S	3.1			Increase transparency support
Government and Citizens	-		3.1.1		Increase session and committee streaming support as requested
Maintaining Safety, Integrity and Security	S	3.2			Provides support for law enforcement training
Maintaining Safety, Integrity and Security	-		3.2.1		Coordinate with Criminal Justice Academy and SLED partners to increase training opportunities
Government and Citizens	S	3.3			Provides emergency operations support
Healthy and Safe Families	-		3.3.1		Provide SCHEART
Public Infrastructure and Economic Development	-		3.3.2		Continue to seek tower space leases
Government and Citizens	G	4			Produces, acquires, and presents broadcast, radio, web, and mobile programming to become a provider of choice and create effective content
Public Infrastructure and Economic Development	S	4.1			Maintains and develops South Carolina's image as a quality provider of National radio and television programming for the networks
Public Infrastructure and Economic Development	-		4.1.1		National program efforts reflect a focus on sharing the good news about SCETV's quality, tasteful programming and entertainment
Government and Citizens	S	4.2			Creates balance for local programming and content on radio and television to address important issues in South Carolina and be entertaining and enlightening
Government and Citizens	-		4.2.1		Produces engaging and enlightening local television programming; ratings reflect that quality
Government and Citizens	-		4.2.2		Produces engaging and enlightening local radio programming; ratings reflect that quality
Government and Citizens	-		4.2.3		Produces engaging and enlightening local web content; web analytics reflect that quality

Agency Name:	ETV COMMISSION
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Fiscal Year 2017-2018

Accountability Report

Agency Code:	H670	Section:	8
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Planning and Performance Measurement Template

[illegible]

Agency Name:	ETV COMMISSION		
Agency Code:	H670	Section:	008

Fiscal Year 2017-2018
Accountability Report

Program/Title	Purpose	FY 2017-18 Expenditures (Actual)				FY 2018-19 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Internal Administration	Provides agency administrative functions.		\$ 2,149,928		\$ 2,149,928				\$ -	1.1 1.2 1.3 1.6
II.A.1. Engineering Administration	Provides engineering administrative functions		\$ 686,356		\$ 686,356				\$ -	3.3 3.4 3.5
II.A. 2. Transmissions & Reception	Distributes educational, transparency, and broadcast content. Provides support to agency.	\$ 140,989	\$ 2,523,397	\$ 200,000	\$ 2,864,386				\$ -	3.3 3.4 3.5
II.A.3. Communications	Public Affairs functions		\$ 183,263		\$ 183,263				\$ -	1.4 2.1 2.2
II.B.1. Pre-K Education	Produces and distributes educational programming for Pre-K.		\$ 153,800		\$ 153,800				\$ -	2.3 3.1
II.B.2. K-12 Education	Produces and distributes educational programming for K-12 schools.		\$ 1,610,990		\$ 1,610,990				\$ -	2.3 3.1
II.B.3. Higher Education	Produces and distributes educational programming for colleges and universities.		\$ 447,197		\$ 447,197				\$ -	2.3 3.1
II.B.4. Agency, Local, and other Educational Services	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$ 959,634		\$ 959,634				\$ -	2.3 3.1
II.B.5. Training and Assessment	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$ 200,088		\$ 200,088				\$ -	3.2
II.C. Radio Content	Continue to provide radio programming, the State House Report, and news coverage.		\$ 1,604,000		\$ 1,604,000				\$ -	1.5
II.D.1. Television Content	Continue to provide television programming		\$ 1,806,780		\$ 1,806,780				\$ -	1.5
II.D.2. Local & Transparency	Continue to produce Palmetto Scene, This Week in South Carolina, news, and educational coverage.	\$ 100,000	\$ 1,945,596		\$ 2,045,596				\$ -	3.2
II.D.3. Regional Operations	Support for regional stations		\$ 173,646		\$ 173,646				\$ -	3.5
II.E. Enterprise	Continue Endowment/ETV fundraising initiatives. Reinvigorate planned giving. Restructure underwriting.		\$ 524,915		\$ 524,915				\$ -	3.6
III. Employee Benefits	Provides for employee benefits to include employer contributions.	\$ 41,813	\$ 2,005,187		\$ 2,047,000				\$ -	1.1 1.2 1.3 1.6

