

SC
Educational Television
Commission
Legislative Oversight
Hearing

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Mission

To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.

Vision

To be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.



Mission and Vision



Summary

- Review and modernize laws
- Structure organization to support needs
- Explore ways to expand our work with emergency management and other areas of service
- Increase other agencies' use of ETV's resources and services
- Find ways to make industry-related business activities easier
- Clarify agency's role for proviso 8.4 and position agency to capitalize on vertical assets

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Internal Changes

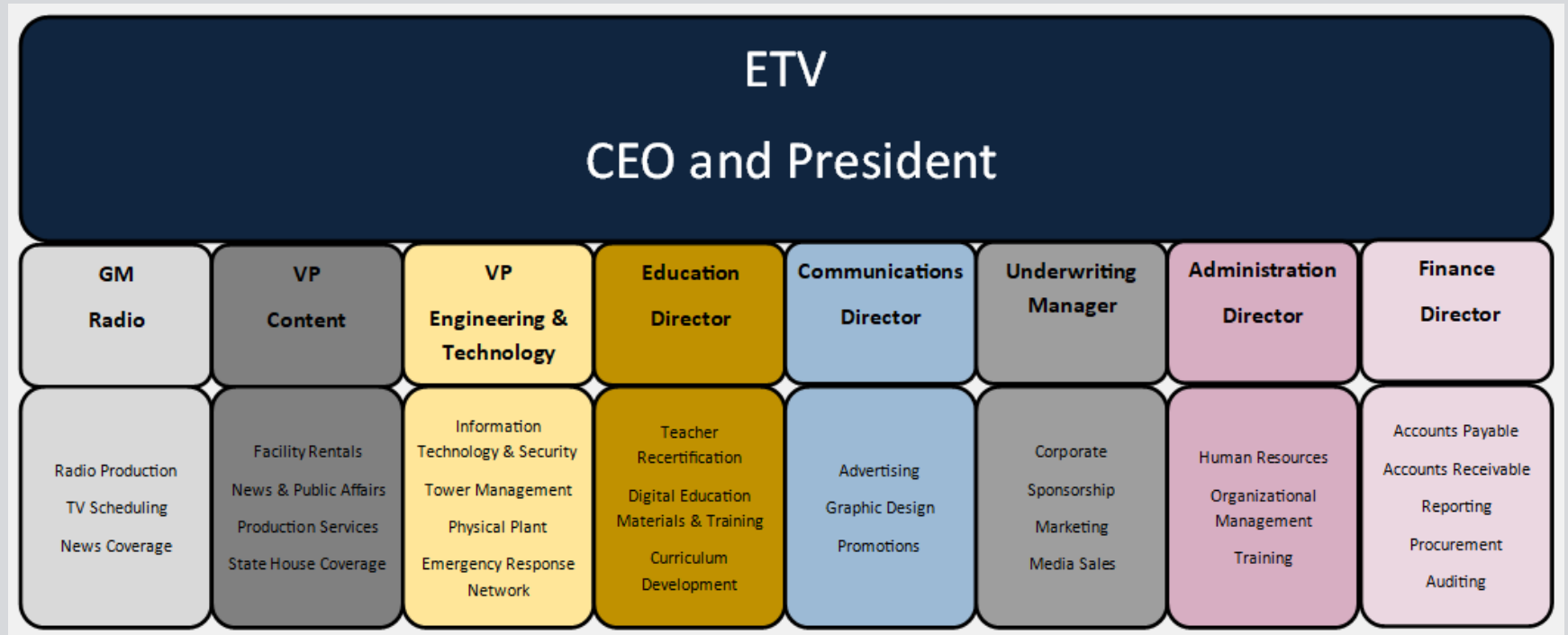
Organizational Structure

- Comprised of five divisions instead of seven
- Combines similar operating functions and reporting structures
- Increases agility and ability to adapt and respond to market demands
- Aligned to support current agency objectives/technologies



Internal Changes

Prior Organizational Chart



Current Organizational Chart

ETV

CEO and President

**VP
Content
CCO**

**VP
Technology
CIO**

**VP
Education**

**VP
Development
& Marketing**

**VP
Administration
CFO**

*Radio & TV Content,
Programming,
Production*

*Engineering, IT,
Physical Plant*

Education, Training

*Communications,
Marketing, Revenue
Activities, Outreach*

*Human Resources,
Finance*

Agency Focus

- Develop comprehensive plan to promote and advertise SCETV services and products
- Improve employees' and customers' ability to provide feedback
- Create environment for user generated content ideas



Internal Changes

Internal Processes

- Continue to review agency and advisory council demographic composition
- Revise agency goals to be more reflective of agency's evolving direction and technology
- Implement recurring review process to ensure that agency activities align with goals and objectives



Internal Changes

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Law Changes

Proviso 8.5

ETV: Delineate Agency Funding

In order to foster increased transparency and accountability with the funds appropriated to the Educational Television Commission, the Commission is directed to work with the Executive Budget Office to delineate the agency's funding by line items in the General Appropriations Bill beginning with the Governor's budget submission in the fall of the current fiscal year.

The Commission and the Executive Budget office are also directed to identify any provisos that would need to be adjusted and request changes to the Governor, Chairman of House Ways and Means Committee, and Chairman of the Senate Finance Committee by November 30th of the current fiscal year.



Proviso 8.5

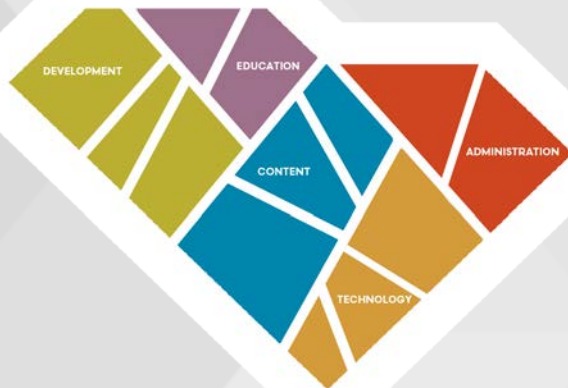
New Proviso

Increase Benefit to Other Agencies

SCETV would like for other agencies to be more aware of the services available from the agency and would like to provide services to other state agencies who can benefit from or are in need of services available from SCETV.

In addition to promotional efforts by SCETV, the agency would like the subcommittee to consider a proviso (or other means) by which other agencies could be encouraged to utilize the services of SCETV if they meet their needs for production, promotional efforts, space utilization for meetings, etc.

SCETV also realizes that it, as an agency, would benefit from knowing what services other agencies have available for use by others. A cohesive database of identified services by agency being available to all state agencies would be helpful (B2B model).



Law Change

Proposed New Statutory Section 59-7-70 Modernize Statute to Reflect Agency's Scope and Benefit

SCETV seeks a way to expand language in the agency's enabling legislation that more fully encompasses and reflects the agency's current roles and services and potential future roles and services.

This would include the agency's work to support emergency management; educational initiatives through the employment of content and multiple technologies; the overall nature and benefit of the agency's broadcasts; additional services and products that benefit the state; and the agency's ability to leverage entrepreneurial opportunities to further support and expand services.



Law Change

Proposed Amendments to S.C. CODE ANN. § 11-35-710 Industry Related Procurement

SCETV engages in several activities, including purchasing, that are related specifically to the agency's industry and business activities. The agency seeks exemptions that would make the purchase of equipment, services, and content specific or related to industry or business activities required by such an entity more efficient and effective.



Law Change

Proposed Amendments to S.C. CODE ANN. S 59-32-30

Broadening of the language to provide a more expanded scope of service:

(4) The South Carolina Educational Television Commission shall work with the department in developing instructional programs and materials that may be available to the school districts. ~~Films and other materials may be designed for the purpose of explaining bodily functions or the human reproductive process. These materials may not contain actual or simulated portrayals of sexual activities or sexual intercourse.~~



Law Change

Summary

- Agency is in the process of implementing structural and other changes to support agency activities
- Agency has or is in the process of acting on recommendations received from the LOC Subcommittee through this process
- Agency has identified beneficial law changes and requests to work with legislative council to finalize language if recommendations are adopted by the subcommittee



Summary

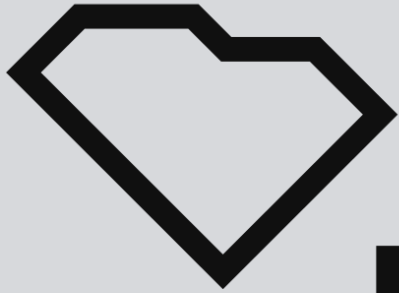
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Conclusion



etv



public radio