

<b>AGENCY NAME:</b>	Educational Television Commission		
<b>AGENCY CODE:</b>	H670	<b>SECTION:</b>	8

**Fiscal Year 2018–2019  
Accountability Report**

**SUBMISSION FORM**

<b>AGENCY MISSION</b>	To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.
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<b>AGENCY VISION</b>	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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Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

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

Is the agency in compliance with S.C. Code Ann. § 2-1-230, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? See also S.C. Code Ann. § 60-2-30.

	Yes	No
<b>REPORT SUBMISSION COMPLIANCE:</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

<b>RECORDS MANAGEMENT COMPLIANCE:</b>	<b>Yes</b>	<b>No</b>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

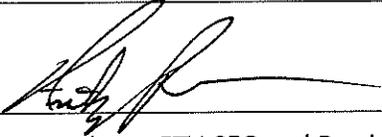
Is the agency in compliance with S.C. Code Ann. § 1-23-120(J), which requires an agency to conduct a formal review of its regulations every five years?

<b>REGULATION REVIEW:</b>	<b>Yes</b>	<b>No</b>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
<b>PRIMARY CONTACT:</b>	Anthony Padgett, President	803-737-3240	apadgett@sctev.org
<b>SECONDARY CONTACT:</b>	Tracey Hunt, VP of Admin & CFO	803-737-3379	thunt@sctev.org

I have reviewed and approved the enclosed FY 2018–2019 Accountability Report, which is complete and accurate to the extent of my knowledge.

<b>AGENCY DIRECTOR (SIGN AND DATE):</b>	 9/12/19
<b>(TYPE/PRINT NAME):</b>	Anthony Padgett, ETV CEO and President

<b>BOARD/CMSN CHAIR (SIGN AND DATE):</b>	 9/9/19
<b>(TYPE/PRINT NAME):</b>	Dr. Brent Nelsen, ETV Commission 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, economic status, race or political affiliations. 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.

South Carolina ETV (SCETV) remains South Carolina’s only statewide broadcasting service for both TV and radio. SCETV’s and South Carolina Public Radio’s (SCPR) signals reach rural areas in the state where viewers and listeners often either do not have access to or can’t afford cable or Internet services. SCETV, 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.

SCETV has a tradition of covering events and people that impact public policy in South Carolina, including legislative sessions and important elections. This transparency in state government gives citizens an opportunity to learn how the process works and to stay informed. Currently, SCETV airs live coverage of the House and Senate on its SCETV World channel during the legislative session from January to May. This live broadcast can be seen on cable outlets, as well as over-the-air broadcast stations. In addition to this coverage, SCETV played a major role in covering the 2018 gubernatorial election in South Carolina. Partnering with *The Post and Courier* newspaper, SCETV televised two gubernatorial debates in October 2018, giving citizens of South Carolina an opportunity to see and hear a fair, unedited dialogue between candidates for the office. The partnership with the *Post and Courier* was beneficial in leveraging SCETV’s statewide reach and bringing the debates to subscribers of the newspaper.

*Reel South*, the southeast documentary series presented nationally by SCETV and UNC-TV, premiered its fourth 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.

*Making It Grow*, which debuted in October 1993, is a live call-in program about gardening that’s produced in partnership between SCETV and Clemson University. In October 2018, the show celebrated its 25th anniversary with a live taping at the Sumter Opera House in Sumter, S.C., offering free admission, live music and answers to all of the audiences’ gardening questions; it was a show not to be missed. “For more than 25 years, *Making it Grow* has been a staple for SCETV and a tremendous resource for the people of this state,” said SCETV President and CEO Anthony Padgett.

*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. Emmy-award winning *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

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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.

In an effort to shine a light on issues affecting women throughout the state and nation and recognize trailblazing women leaders that have made an impact in South Carolina, SCETV created *Women Vision SC*. More than just a television program, *Women Vision SC* was a multi-platform project, which aired prior to the 2020 100th anniversary of the 19th Amendment being passed by Congress. As a part of the process, viewers and listeners throughout the state were invited to nominate women of vision. In all, 75 women were nominated, and a panel narrowed the field to 11. Among the 11 honorees were South Carolina’s first female Chief Justice Jean Toal, and former Superintendent of Education Inez Tenenbaum. The *Women Vision SC* initiative will continue next year with different honorees.

SCPR has been broadcasting in South Carolina for 47 years. The weekly audience is 314,400 listeners, and in addition to our airwaves broadcast, you can listen to SCPR through streaming and ancillary apps such as Tune-In, Public Radio Player, NPR News and Music, NPR One and iTunes radio.

SCPR added an HD Radio broadcast signal in the Charleston area in 2018. 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, and allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).

For more than 30 years, SCPR has collaborated with Charleston’s Spoleto Festival USA to produce *Chamber Music from the Spoleto Festival USA*. Recorded live at the historic Dock Street Theatre, these 11 concerts are broadcast weekdays from May 31-June 14, reaching a potential weekly audience of 151,600 on SCPR stations in Charleston, Columbia and Greenville.

In addition, performances from *Chamber Music from Spoleto Festival USA* are also broadcast on American Public Media’s *Performance Today*, which is heard by more than 1.1 million listeners each week.

The weekly SCPR segment, *This Week in South Carolina*, 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, *Sonatas 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* and *South Carolina Business Review* are productions that bring excellent original content to South Carolina.

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SCETV and SCPR focus on political issues impacting 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.

User analytics confirm ETV's online content distribution and the audience for our locally produced television and radio content are growing. While digital delivery is becoming more important, traditional means of transmitting content remains the public's first choice of access. In August 2017 SCETV 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 ages 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 continues to provide a robust app with radio, television and kids programming. The app enables users to watch and hear local ETV and SC Public Radio content, as well as ETV live and national programming. During FY2018 there were 3,097 new app users. The number of new app users increased to 7,276 in FY2019. Google Analytics is used to collect user data for COVE, PBS's media player, and YouTube. During FY2019, COVE views, for ETV produced content, increased to 149,306. YouTube views of ETV content increased to 1,453,063.

In an effort to be diligent stewards of taxpayer dollars, and gain a higher return on investment, SCETV and SCPR believes in forming viable partnerships. As a result, residents in South Carolina can now use a new emergency information service launched by SCETV. In partnership with Gainesville, Fla.'s WUFT, this new, storytelling-based service provides live heightened hurricane, tropical storm and other weather related emergency content to South Carolina residents and visitors across the state. Located online at [www.SCETV.org/weather](http://www.SCETV.org/weather), the new service gives people in South Carolina a unique information hub for everything weather-related. Visitors to the site can access hourly weather data, as well as news stories informing them how they might be affected locally and what safety precautions they need to take. Featuring interactive weather maps, the service will pull data from eight remote weather stations across the state. Updates can also be found on social media by following @SCETV and @SCPublicRadio on Twitter and Facebook and by using the hashtag #SCETVwx. During weather events, Facebook Live streams are utilized to provide a platform for citizens to connect with weather experts.

Another example of a great partnership is that SCETV has served on the S.C. Telehealth Alliance since it began in 2015. Consisting of several organizations that work to develop and expand telehealth services, the initiative has been successful in cutting costs and increasing access for residents across the state. Bamberg County faces the same economic problems that many other rural counties in South Carolina confront. Much of Bamberg's struggle has to do with its hospital closing several years ago, which not only took away a major part of the job industry but also affected healthcare access. At Mary Bramlett Elementary School in Gaffney, telehealth has given the school access to the Medical University of South Carolina, bringing specialty care to students who can visit the school nurse's office and connect digitally to a provider. 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

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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.

The origins of SCETV can be traced back to 1957 when the South Carolina General Assembly passed a concurrent resolution calling for the study of the use of television in public schools. More than six decades later, education is still a critical component of SCETV’s mission. During the 2018-19 school year, SCETV’s Education team made a significant impact, training more than 5,000 individuals in Pre K-12 and higher education entities across the state. The team also managed 257 wireless hotspots at afterschool and early learning sites. In addition to these external activities, the team utilized its online platforms, such as LearningWhy and Knowitall.org, to equip teachers with valuable resources. Moving forward, the Education team plans to adjust its offerings to meet the needs of the state’s educators. This will be done with the help of the SCETV Annual Educator Survey, which was completed this spring.

Again, as a part of our mission to educate and inform, SCETV presented *The Southern Campaign of the American Revolution* which spotlights southern battles for students. The south’s role in winning the Revolutionary War is usually a footnote in content that is available for consumption or education. However, the battles that took place in South Carolina and in other southern states helped to turn the tide in the war. SCETV collaborated with the National Park Service to bring this presentation into classrooms across the state and nation. An eight-part series with accompanying lesson plans for K-12 history students were a major part of the project. Video and promotional segments were also included on SCETV’s public affairs programs, *Palmetto Scene* and S.C. Public Radio’s *Walter Edgar’s Journal*. With the project’s website attracting more than 4,000 page views and the video series tallying approximately 38,000 views on YouTube, it’s clear that *The Southern Campaign of the American Revolution* has made an impact. It even received an accolade from the National Education Telecommunications Association earlier this year.

“Reconstruction” events were hosted in Beaufort, South Carolina, which played a significant role in one of the most important and consequential chapters in American history. SCETV collaborated with local organizations in Beaufort to host several events in conjunction with the debut of the documentary film *Reconstruction: America after the Civil War*. In addition to a screener event and lively panel discussion featuring renowned historian Dr. Henry Louis Gates, Jr., SCETV’s Education team also hosted a Virtual Classroom event with Dr. Gates, allowing teachers across the state to submit questions live. The Virtual Classroom was attended by local students and helped promote “Reconstruction 360” – a new web and mobile application featuring videos and short films about this crucial era in American history.

SCETV produces myriad 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 website, [CarolinaClassrooms.org](http://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

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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. Past lectures can be seen at [www.SCETV.org/otislecture](http://www.SCETV.org/otislecture).

SCETV continues to support the Criminal Justice Academy through its online course management system and customer service. SCETV 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. SCETV’s online course system enables these groups to access CJA’s recertification training and allows them to maintain their required certifications. Utilization of SCETV’s SLED Constable online training site is up 35% over last year with 1,262 current user accounts. Total certificates issued for FY2018-19 numbered 2,362 – 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.

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 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.

SCETV partners 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 SCETV’s broadband (EBS) agreement, which was first signed in 2009. Over the past year, Sprint has made more than 300 hot spots available to SCETV for distribution. In addition to the work with early learning partners, SCETV continues to expand the new innovative LearningWhy website, which provides standard-based lesson plans to South Carolina teachers. Approximately 3,200 South Carolina educators are using the service, including many private schools, home schools, and higher education institutions. SCETV also offers, through its PBS affiliation, SC PBS LearningMedia, an award-winning media-on-demand service. Through this service, teachers have access to thousands of free, innovative standards-aligned and curriculum-targeted digital resources from ETV’s Education Service. During the past year, SCETV has provided face-to-face training on each of the aforementioned resources to an estimated 5,100 teachers, administrators and staff. Engagement with educators and students also included a successful virtual classroom experience with noted historian, educator, and PBS host Dr. Henry Louis Gates, Jr. The classroom focused on Reconstruction and its relevance to South Carolina history. The event was viewed by nearly 500 persons and resulted from a partnership with SCETV, the city of Beaufort, and the Beaufort County School District. Other partnerships included work with the SC Department of Education in celebration of Teacher Appreciation Week. SCETV provides media support to the annual event and features each of the finalists on an episode of *Carolina Classrooms*. This year, SCETV expanded the partnership by sending care packages to 10 classrooms across the state, and hosting educators in the studio for a listening session and VIP experience. SCETV continues to assess current educational resources and services to ensure that its work is aligned with the needs of stakeholders across the state.

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In addition to face-to-face training, SCETV offers online courses for teacher recertification and professional development. This year, 3,000 educators received Pre K-12 educator recertification course credit through PBS TeacherLine Southeast (SC, NC, and GA), 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.

SCETV provides an annual teacher survey that shows the use and effectiveness of SCETV resources in the classroom. Of the applicable survey respondents, 84 percent said the SCETV Education services they employed, including content and/or professional development, helped better facilitate learning to improve student performance/engagement and met the goals of the Profile of the South Carolina Graduate.

During the past year, the 60th anniversary of South Carolina ETV was held as a statewide celebration, encompassing four months and nine different events, culminating in a signature event – SCETV’s Diamond Jubilee. Throughout all nine events, the community was able to learn more about SCETV’s history and impact on the state, while also sharing their stories in the SCETV storytelling booth and on social media.

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:

- Knowitall.org virtual reality (VR) series Let’s Go! allows students to visit South Carolina’s most interesting historical sites from their favorite device. This series won the 2018 Gold AVA Digital Award, an international competition that recognizes outstanding work by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication.
- South Carolina Public Radio’s Beaufort station, WJWJ-FM 89.9, was voted by the readers of *Charleston’s City Paper* as best talk/news radio station during the paper’s annual best of Charleston contest. This is the third year in a row WJWJ-FM 89.9 has won.
- National Educational Telecommunications Association (NETA), issued an Instructional Media-Teacher Resource Award for SCETV’s *The Southern Campaign of the American Revolution*.
- South Carolina Public Radio’s Victoria Hansen was named radio reporter of the year, by the South Carolina Broadcasters Association, at their annual South Carolina Television and Radio Awards ceremony.
- The 2019 American Telemedicine Association President’s Award for the Transformation of Healthcare Delivery Award recognizes the leadership of an organization that incorporates virtual healthcare services as part of an initiative resulting in improved healthcare quality and value for a large population of patients. The 2019 winner was South Carolina Telehealth Alliance (SCTA), a statewide collaboration of organizations (which includes SCETV) that have joined forces to expand telehealth services across the state, giving all South Carolina residents access to quality healthcare, while effectively managing the cost of providing care.

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- SCETV’s *Making It Grow: Prescribed Burns* was a Telly Award Bronze winner in Education as well as the *Making It Grow: Holiday Special* which received a Telly Award Bronze in Information.
- Nominated for Best Health/Science – Program/Feature, “S.C. Impacting Global Health” takes a look at South Carolina’s ongoing telehealth efforts and the impact those efforts are having in Uganda and other third world countries. The story is part of a series of telehealth stories made possible by the South Carolina Telehealth Alliance, of which SCETV is a founding member.
- Telly Awards Bronze winner in History – *Charlie’s Place* - Part of SCETV’s “Carolina Stories” series.
- Emmy Awards winner for Best Historical/Cultural Program – *Charlie’s Place* - Part of SCETV’s “Carolina Stories” series.

SCETV’s infrastructure is key to the agency’s ability to meet our mission especially in the face of ever emerging technologies. SCETV 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, SCETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. The way SCETV 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 SCETV to provide more reliable customer service in a secure, reliable manner.

In accordance with 2016 State Law Proviso 8.4, directing SCETV to manage tower and antenna operations within state government, SCETV has been collecting the detailed information necessary to expand the use of over 600 SCETV towers throughout the state, all of the 100+ foot 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, SCETV is managing existing communications site tower licenses and negotiating new licenses. Each license usually takes several months from start to execution, and SCETV currently is working on approximately 15 new licenses and amendments to existing licenses. SCETV 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. SCETV continues to update and develop 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 SCETV Engineering, Finance, and Education personnel and resources contribute significantly to tower management.

In order to fulfill its mission, SCETV 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. SCETV 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

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report reflect stable movement toward digital delivery while generating revenue for digital and broadcast efforts.

Based on performance measures adopted in FY2018-19, SCETV 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.

SCETV is critical to public safety in the state. SCETV 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 600 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. SCETV also houses critical communications infrastructure for SLED, DNR, EMD, Forestry, DOD, DHS, Civil Air Patrol, and 14 NOAA Weather Radio Service Transmitters. SCETV 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.

During the last seven years, SCETV 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 SCETV's primary mission: to enrich South Carolinians’ lives and education. These funds support many of the services described in this report. SCETV also receives funding from the 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 is a nonprofit founded in 1977 that provides funding for programming broadcast on South Carolina ETV. Of the funds raised the Endowment generated \$5,996,764 in FY2019 and has 40,645 active donors. Annual, major, planned and sustainer giving are key factors in the Endowment’s fundraising strategies. Sustainers, donors who give monthly, represent 31.7% of total membership revenues. In June of 2019, the ETV Endowment was awarded its eighth consecutive 4-Star rating from Charity Navigator in recognition of its commitment to accountability and fiscal responsibility, placing the Endowment in the top 4% of charities evaluated.

During FY2019 ETV and the ETV Endowment offered community screenings/donor events and other outreach events throughout the state. Programs featured screenings and panel discussions with Dr. Henry Louis Gates Jr., a Spoleto chamber music discussion and reception, *SC LEDE* live tapings, screening events for *Chasing the Moon*, *The Vietnam War*, *Man and Moment: Steve Flaherty*, *Victoria* and *Les Miserables*. During the year, nearly 1800 participants attended the events.

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Another revenue production source is SCETV’s television/web revenue projects. SCETV production units sell services, and that number has been annually consistent with \$384,576 in production billings in FY2018-19. The majority of that revenue was generated by grants, external clients, state agencies, rental of facilities, and SCETV’s Rapid Response Studio (live shots for national news organizations, i.e., CNN, MSNBC, Fox News, Bloomberg, NBC, ABC, CBS). During FY2017-18, live shots were produced from the Rapid Response Studio in Columbia and the regional studios in Spartanburg and Rock Hill.

For the coming year, SCETV will continue its five-year capital needs program, with support from the spectrum auction fund. We will continue to work closely with the SFAA to develop long-term contracts for equipment and tower support and request authorization as needed. Additionally, SCETV is in the middle of 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 SCETV. We have addressed some of these needs in our budget request for FY2019-20.

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 Governor’s communications and SCEMD in broadcasting and providing online information. SCETV and SC Public Radio serve as the backbone for the state’s emergency alert communications system. Teachers and students who depend on SCETV content and training would no longer have access to this important educational service. Viewers and listeners across the state would lose a lifeline to SCETV public affairs, arts, history, culture and science programming. If SCETV 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.

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.

Statewide Enterprise Strategic Objective		Type	Goal	Measure	Description	Base	2018-19 Target	Actual	Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
Public Infrastructure and Economic Development	G	1			<b>Ensure and expand operational readiness</b>							
Public Infrastructure and Economic Development	S		1.1		<b>Achieve an increase in revenue through exploring and expanding opportunities</b>							
Public Infrastructure and Economic Development	M		1.1.1		Continue to generate revenue	2%	3%	4%	Fiscal Year	SCES Report	Revenue obtained	Work with the SCETV Endowment to create a value maximizing approach to obtaining an increase in revenue acquired
Public Infrastructure and Economic Development	M		1.1.2		Continue to increase underwriting and donors	4%	6%	9%	Fiscal Year	Endowment Log	Number of additional	Grow revenue potential of citizen and corporate support and member donor base
Public Infrastructure and Economic Development	M		1.1.3		Additional new revenue streams	5%	5%	7%	Fiscal Year	Internal Log	Additional Revenue	Identify and develop and explore new revenue generating activities
Education, Training, and Human Development	S		1.2		<b>Create a diverse workforce with individual staff development plans aimed at enhancing the skill sets needed within the assigned divisions</b>							
Education, Training, and Human Development	M		1.2.1		Manage the yearly employee turnover rate	9%	5%	37%	Fiscal Year	SCES Report	Number of resignations	Increase employee recruitment and retention rates
Education, Training, and Human Development	M		1.2.2		Survey employee demographics	Annually	Annually		Fiscal Year	Internal Log	Report of Demographics	Ensure recruitment efforts encompass diversity
Education, Training, and Human Development	M		1.2.3		Evaluate employee adjustments with class and comp	5%	10%	33%	Fiscal Year	SCES Report	Number of adjustments	Conduct a positional classification and salary comprehensive review
Education, Training, and Human Development	M		1.2.4		Develop training and career plans	NA	5%	12%	Fiscal Year	Employee Files	Number of Trainings	Offer an individual training plan for each employee along with career path assessment
Education, Training, and Human Development	M		1.2.5		Participants enrolled and completed job shadowing and leadership program	0	5	5	Fiscal Year	Internal Log	Enrollments	Introduce and enroll employees within a job shadowing and leadership program
Education, Training, and Human Development	M		1.2.6		Update job descriptions to reflect additional knowledge	NA	20%	43%	Fiscal Year	PERFORMS	Updated Position Descriptions	Increase knowledge of other departments
Government and Citizens	S		1.3		<b>Strengthening relationships with partner organizations</b>							
Government and Citizens	M		1.3.1		Additional or expanded partnerships, programs and services	NA	2	8	Fiscal Year	Internal Log	Additional Partnerships	Identify partnership opportunities with other organizations
Education, Training, and Human Development	S		1.4		<b>Implement tools to improve employee communication</b>							
Education, Training, and Human Development	M		1.4.1		Receive staff feedback	NA	Quarterly	Quarterly	Fiscal Year	Internal Log	Feedback Received	Identify communication bottlenecks or voids and address issues
Maintaining Safety, Integrity and Security	S		1.5		<b>Enhance the agency's technology and infrastructure systems in an effort to add value along with a sustainability plan</b>							
Maintaining Safety, Integrity and Security	M		1.5.1		Coordinate related equipment maintenance to reduce prime schedule impact	NA	Yearly	Yearly	Yearly	Internal Log	Compliance	Infrastructure updates with minimized interruptions based on FCC schedule
Maintaining Safety, Integrity and Security	M		1.5.2		Increase agency's connectivity and redundancy	Yearly	Yearly	Yearly	Yearly	Internal Log	Implementation of Technology	Identify infrastructure obstacles and replace with solutions
Maintaining Safety, Integrity and Security	M		1.5.3		Compliance with state and federal guidelines	100%	100%	100%	Calendar Year	FCC Website	Federal Mandates and Checklists	Track project and equipment refresh within the agency's infrastructure program
Maintaining Safety, Integrity and Security	M		1.5.4		Develop and implement a working plan with a strategy of maintenance based on agency criteria or needs	NA	70%	50%	Fiscal Year	Internal Report	Documented Plan	Research agency needs and evolve a technology plan "Tower Assessment Plan, Network Infrastructure, Broadcast, Etc."
Education, Training, and Human Development	S		1.6		<b>Enable an organizational structure to support the strategy of the agency</b>							
Education, Training, and Human Development	M		1.6.1		Hire employees and implement reassignments to support new structure	Yearly	Yearly	Yearly	Fiscal Year	Job Profiles	Updated Position Descriptions	Introduce and implement a new structure for management
Education, Training, and Human Development	M		1.6.2		Improved procedures and processes identified for employees	Quarterly	Quarterly	Quarterly	Fiscal Year	Internal Procedures	Updated Policies and Procedures	Create a new process development and implementation plan for the agency
Government and Citizens	G		2		<b>Expand consumer knowledge of agency capabilities and services</b>							
Government and Citizens	S				<b>Promote a marketing strategy and communicate the benefits of ETV to the target audience</b>							
Government and Citizens	M		2.1		Survey of target audience identified along with user and engagement growth	end of fiscal	end of fiscal	end of fiscal	Fiscal Year	Marshall Marketing Survey	Responses	Conduct a social media audit to determine audience engagement
Government and Citizens	M		2.1.1		Campaigns and events conducted within the year	end of fiscal	end of fiscal	end of fiscal	Fiscal Year	Internal Log	Number of events	Targeted promotional campaigns to support agency initiatives
Education, Training, and Human Development	S		2.2		<b>Promote ETV available products and services</b>							
Education, Training, and Human Development	M		2.2.1		Develop advertisements and marketing strategy	5%	5%	5%	Monthly	Advertising Platforms	Increase in Ratings and Feedback	Produce a new advertising campaign based on research and analysis
Education, Training, and Human Development	M		2.2.2		Continue to provide and promote services provided by agency	6%	8%	11%	Yearly	Internal Log	Number of services	Increase awareness of ETV's services through new or improved partnerships
Education, Training, and Human Development	M		2.2.3		Expand promotion of events, and production capabilities	5%	7%	7%	Fiscal Year	Excel Spreadsheet	Reservation Contracts	Conduct a marketing strategies assessment for ETV resources
Education, Training, and Human Development	S		2.3		<b>Promote educational resources in schools and districts throughout the state</b>							
Education, Training, and Human Development	M		2.3.1		Provide face-to-face training for educators	5000	5000	5100	Yearly	Internal Log	Responses	Conduct on-site school visits and trainings to provide broad educational technology resource training and awareness of ETV services
Education, Training, and Human Development	M		2.3.2		Increase outreach for educational services	654	800	2168	Yearly	Website Tracking	Responses	Conduct educational surveys to determine statewide district and educators' needs, and the effectiveness of ETV services provided
Education, Training, and Human Development	M		2.3.3		Increase amount of electronic communications	413500	435000	432000	Yearly	Internal Log	Number of emails	Notification of ETV Education resources and services available
Education, Training, and Human Development	G		3		<b>Provide value services to the state and citizens</b>							
Education, Training, and Human Development	S				<b>Provide essential education resources with content and services</b>							
Education, Training, and Human Development	M		3.1.1		Increase educators enrolled in online training	2262	2400	2412	Yearly	Online Program	Enrollments	Deliver affordable professional development and other online training to educators
Education, Training, and Human Development	M		3.1.2		Maintain the creation of educational resources produced	NA	30	32	Yearly	Online Program	Productions	Deliver content and resources used by educators
Maintaining Safety, Integrity and Security	S		3.2		<b>Provide support to emergency preparedness and law enforcement</b>							
Maintaining Safety, Integrity and Security	M		3.2.1		Maintain availability for online public safety training courses needed by agencies	1770	1800	2362	Yearly	Online Program	Enrollments	Offer training for first responders within the state
Maintaining Safety, Integrity and Security	M		3.2.2		Support SCHEDART	Quarterly	Quarterly	Quarterly	Quarterly	Internal Log	Meetings held	Support the SCHEDART infrastructure and provide assistance
Maintaining Safety, Integrity and Security	M		3.2.3		Produce content relative to emergency preparedness or awareness	3%	5%	4%	Yearly	Internal Log	Stories Produced	Distribute information for the state through ETV resources for emergency preparedness and response
Maintaining Safety, Integrity and Security	M		3.2.4		Implement additional support services (SCEIN)	Yearly	Yearly	Yearly	Yearly	Internal Log	Completed Systems	Distribute information for the state through ETV resources for emergency preparedness and response
Maintaining Safety, Integrity and Security	M		3.2.5		Manage and maintain infrastructure to ensure readiness	100%	100%	100%	Yearly	Internal Log	Provided Services	Provide infrastructure management to support emergency preparedness and response
Maintaining Safety, Integrity and Security	S		3.3		<b>Support the statewide tower management program</b>							
Maintaining Safety, Integrity and Security	M		3.3.1		Determine the structural condition and tower status of towers within the state	NA	25%	25%	Yearly	Internal Log	Towers Identified	Assess condition of towers throughout the state
Maintaining Safety, Integrity and Security	M		3.3.2		Engage resources to identify best use scenarios	Yearly	Yearly	Yearly	Yearly	Manual Updated	Policy Updated	Identify third party analyst for evaluation and valuation of assets
Maintaining Safety, Integrity and Security	M		3.3.3		Maintain and build inventory log of assets	Yearly	Yearly	Yearly	Yearly	Internal Log	Inventory Updated	Continue to inventory state assets authorized by proviso B.4
Education, Training, and Human Development	S		3.4		<b>Produce acquire and deliver relevant content</b>							
Education, Training, and Human Development	M		3.4.1		Maintain 24 hours in broadcast	35040	35040	35040	End Fiscal	Production Log	Number of Hours	Provide national content through ETV's services
Education, Training, and Human Development	M		3.4.2		Maintain 24 hours radio broadcast	8766	8766	8766	End Fiscal	Production Log	Number of Hours	Provide national content through ETV's services
Education, Training, and Human Development	M		3.4.3		Identify alternate content distribution methods	NA	1	1	Yearly	Internal Reports	Internal Dashboard	Provide national content through ETV's services
Education, Training, and Human Development	M		3.4.4		Improve viewer and listener ratings and analytics	Monthly	Monthly	Monthly	Monthly	Nielsen	Responses	Provide national content through ETV's services
Education, Training, and Human Development	M		3.4.5		Produce local content for TV	72	82	93	Yearly	Production Log	Number of Hours	Produce local content for distribution on multiple platforms
Education, Training, and Human Development	M		3.4.6		Produce local content for radio	1450	1450	1358	Yearly	Production Log	Number of Hours	Produce local content for distribution on multiple platforms
Education, Training, and Human Development	M		3.4.7		Analyze engagements, analytics, ratings, and feedback from advisory council and other sources	23	27	27	Yearly	Ratings, Analytics, Surveys	Responses	Produce local content for distribution on multiple platforms
Education, Training, and Human Development	M		3.4.8		Develop and create targeted content to increase awareness of and improve workforce readiness	NA	Yearly	Yearly	Yearly	Production Log and Surveys	Content Created	Produce local content for distribution on multiple platforms
Government and Citizens	S		3.5		<b>Offer transparency through ETV services</b>							
Government and Citizens	M		3.5.1		Maintain streaming and broadcast for legislature	345	350	429	Yearly	Kaltura	Number of Hours	Stream legislative sessions through ETV services
Government and Citizens	M		3.5.2		Provide coverage of relevant events, press conferences, etc.	15	15	14	Yearly	Kaltura	Number of Conferences	Distribute information for the state through ETV resources for transparency
Government and Citizens	M		3.5.3		Produce and distribute content and reports focused on relevant to SC government	250	250	282	Yearly	Google Analytics	Amount of content and platforms	Create content supporting transparency and dissemination of information
Education, Training, and Human Development	S		3.6		<b>Identify and increase customer feedback channels</b>							
Education, Training, and Human Development	M		3.6.1		Develop and test platforms for user generated ideas	NA	end fiscal	end fiscal	Yearly	Social and digital Platforms	Responses	Increase the number of user generated content ideas
Education, Training, and Human Development	M		3.6.2		Analyze and interpret Nielsen data survey feedback and analytics	Quarterly	Quarterly	Quarterly	Yearly	Nielsen	Responses	Improve the understanding of content usage
Education, Training, and Human Development	M		3.6.3		Promote interactive engagement of social media platforms	NA	Quarterly	Quarterly	Yearly	Social media Platforms	Responses	Provide customers and service partners the ability to provide feedback

Agency Name: ETV COMMISSION

Fiscal Year 2018-2019  
Accuracy Report

Agency Code: H970 Section: 8

Strategic Planning and Performance Measurement Template

Strategic Objective	Type	Goal	Item #	Measure	Description	Base	2018-20		Time Applicable	Data Source and Availability	Calculation Method	Meaningful Use of Measure
							Target	Actual				
Public Infrastructure and Economic Development	G	1	1.1		Ensure and expand operational readiness							
Public Infrastructure and Economic Development	S		1.1		Achieve an increase in revenue through exploring and expanding opportunities							
Public Infrastructure and Economic Development	M	1.1.1			Promote revenue growth	2%	3%	Fiscal Year	SCES Report	Revenue obtained	Work with the SCE TV Endowment to create a value-maximizing approach to obtaining an increase in revenue acquired	
Public Infrastructure and Economic Development	M	1.1.2			Continue to increase underwriting and donors	4%	2%	Fiscal Year	Endowment Log	Number of additional	Grow revenue potential of clubs and corporate support and member donor base	
Public Infrastructure and Economic Development	M	1.1.3			Identify additional new revenue streams	5%	5%	Fiscal Year	Internal Log	Additional Revenue	Identify and develop and explore new revenue generating activities	
Education, Training, and Human Development	S	1.2			Create a diverse workforce with individual staff development plans aimed at enhancing the skill sets needed within the assigned divisions							
Education, Training, and Human Development	M	1.2.1			Manage the yearly employee turnover rate	9%	5%	Fiscal Year	SCES Report	Number of resignations	Increase employee recruitment and retention rates	
Education, Training, and Human Development	M	1.2.2			Survey employee demographics	Annually	Annually	Fiscal Year	Internal Log	Report of Demographics	Ensure recruitment efforts encompass diversity	
Education, Training, and Human Development	M	1.2.3			Develop training and career plans	5%	10%	Fiscal Year	SCES Report	Number of employees	Conduct a position classification, resource analysis, and salary comprehensive review	
Education, Training, and Human Development	M	1.2.4			Develop training and career plans	NA	5%	Fiscal Year	Employee Files	Number of Trainings	Offer an individual training plan for each employee along with career path assessment	
Education, Training, and Human Development	M	1.2.5			Participant enrolled and completed the job shadowing and leadership program	0	5	Fiscal Year	Internal Log	Enrollments	Introduce and enroll employees within a job shadowing and leadership program	
Education, Training, and Human Development	M	1.2.6			Update job descriptions to reflect additional knowledge	NA	20%	Fiscal Year	HR/ECOSMS	Updated Position Descriptions	Increase knowledge of staff departments	
Government and Citizens	S	1.3			Strengthening relationships with partner organizations							
Government and Citizens	M	1.3.1			Additional or expanded partnerships, programs and services	NA	2	Fiscal Year	Internal Log	Additional Partnerships	Identify partnership opportunities with other organizations	
Government and Citizens	M	1.3.2			Identify partners and evaluate assets to move toward supporting rural broadband initiatives	NA	Yearly	Fiscal Year	Internal Log	Projects, partnerships and assets identified	Schedule meetings with potential partners and determine our ability to support rural broadband initiatives	
Education, Training, and Human Development	S	1.4			Implement tools to improve employee communication							
Education, Training, and Human Development	M	1.4.1			Receive staff feedback	NA	Quarterly	Fiscal Year	Internal Log	Feedback Received	Identify communication bottlenecks or voids and address issues	
Maintaining Safety, Integrity and Security	S	1.5			Enhance the agency's technology and infrastructure systems in an effort to add value along with a sustainability plan							
Maintaining Safety, Integrity and Security	M	1.5.1			Coordinate requests related maintenance to reduce prime schedule impact	NA	Yearly	Yearly	Internal Log	Compliance	Infrastructure updates with minimized interruptions based on FCC schedule	
Maintaining Safety, Integrity and Security	M	1.5.2			Increase agency's connectivity and redundancy	Yearly	Yearly	Yearly	Internal Log	Implementation of Technology	Identify infrastructure obstacles and resolve with solutions	
Maintaining Safety, Integrity and Security	M	1.5.3			Compliance with state and federal guidelines	100%	100%	Calendar Year	FCC Website	Federal Mandates and Checklist	Research project and equipment refresh within the agency's infrastructure program	
Maintaining Safety, Integrity and Security	M	1.5.4			Develop and implement a working plan with a strategy of maintenance based on agency criteria or needs	NA	70%	Fiscal Year	Internal Report	Documented Plan	Research agency needs and evolve a technology plan, Tower Assessment Plan, Network Infrastructure, Broadcast, Etc.	
Education, Training, and Human Development	S	1.6			Enable an organizational structure to support the strategy of the agency							
Education, Training, and Human Development	M	1.6.1			Continue to hire employees and implement reassignments to support new structure	Yearly	Yearly	Fiscal Year	Job Profiles	Updated Position Descriptions	Continue to introduce and implement a new structure for management	
Education, Training, and Human Development	M	1.6.2			Improve productivity and processes conducted to employees	Quarterly	Quarterly	Fiscal Year	Internal Procedures	Updated Policies and Procedures	Create a new process development and implementation plan for the agency	
Government and Citizens	G	2			Expand consumer knowledge of agency capabilities and services							
Government and Citizens	S	2.1			Promote a marketing strategy and communicate the benefits of ETV to the target audience							
Government and Citizens	M	2.1.1			Survey of target audience identified along with user and engagement growth	end of fiscal	end of fiscal	Fiscal Year	Marshall Marketing Survey	Responses	Conduct a social media audit to determine audience engagement	
Government and Citizens	M	2.1.2			Campaigns and events conducted within the year	end of fiscal	end of fiscal	Yearly	Internal Log	Number of events	Targeted promotional campaigns to support agency initiatives	
Education, Training, and Human Development	S	2.2			Promote ETV available products and services							
Education, Training, and Human Development	M	2.2.1			Develop advertisements and marketing strategy	5%	5%	Yearly	Advertising Platforms	Increase in Ratings and Feedback	Produce a new advertising campaign based on research and analysis	
Education, Training, and Human Development	M	2.2.2			Continue to provide and promote services provided by agency	6%	8%	Yearly	Internal Log	Number of services	Increase awareness of ETV's services through new or improved partnerships	
Education, Training, and Human Development	M	2.2.3			Expand promotion of online and production capabilities	5%	7%	Fiscal Year	Excel Spreadsheet	Reservation Contracts	Conduct a marketing strategies assessment for ETV resources	
Education, Training, and Human Development	S	2.3			Promote educational resources in schools and districts throughout the state							
Education, Training, and Human Development	M	2.3.1			Provide face-to-face training for educators	5100	5100	Yearly	Internal Log	Number of Trainings	Conduct on-site school visits and trainings to provide broad educational technology resource training and awareness of ETV services	
Education, Training, and Human Development	M	2.3.2			Maximize educator participation in assessment activities	2166	2200	Yearly	Website Tracking and Internal Log	Survey Responses and Focus Group Participants	Conduct surveys and other assessments to determine the effectiveness of ETV's educational resources and services, as well as their alignment to educator needs across the state	
Education, Training, and Human Development	M	2.3.3			Increase amount of electronic communications	412500	425000	Yearly	Internal Log	Number of emails	Notification of ETV Education resources and services available	
Education, Training, and Human Development	G	3			Provide value services to the state and citizens							
Education, Training, and Human Development	S	3.1			Provide essential education resources with content and services							
Education, Training, and Human Development	M	3.1.1			Increase educator participation in online training	2412	2450	Yearly	Moodle LMS	Enrollments	Deliver online training to educators including affordable professional development for recertification credits	
Education, Training, and Human Development	M	3.1.2			Maintain the creation of educational resources produced	NA	300	Yearly	Online Program	Productions	Deliver content and resources used by educators	
Education, Training, and Human Development	M	3.1.3			Increase engagement with PreK-5 educational community	0	300	Yearly	Bright by Text	Subscriptions	Communicate state and national information with early learning providers, parents, and caregivers via Bright by Text Subscription service	
Education, Training, and Human Development	M	3.1.4			Increase educator awareness of ETV resources	0	5	Yearly	Internal Log	Number of Ambassadors	Introduce ETV Educator Ambassador Program to assist with increased knowledge of educational services and resources	
Education, Training, and Human Development	M	3.1.5			Increase engagement with PreK-5 educational community	0	300	Yearly	Bright by Text	Subscriptions	Communicate state and national information with early learning providers, parents, and caregivers via Bright by Text Subscription service	
Education, Training, and Human Development	M	3.1.6			Establish operational agency plan workforce development plan in support of statewide efforts around this topic	0	5	Yearly	Internal Log, Online Dashboard, Survey Responses	Productions, Awareness Survey	Develop content designed to increase awareness of the state's workforce needs, decrease stigmas associated with identified career pathways, and introduce early learners to nontraditional careers. Participate in discussions and facilitate conversations with state partners about workforce development needs.	
Maintaining Safety, Integrity and Security	S	3.2			Support to emergency preparedness and law enforcement							
Maintaining Safety, Integrity and Security	M	3.2.1			Maintain availability for online public safety training courses needed by agencies	2362	2375	Yearly	Moodle LMS	Enrollments	Offer training for first responders within the state	
Maintaining Safety, Integrity and Security	M	3.2.2			Support SChART	Quarterly	Quarterly	Quarterly	Internal Log	Meetings held	Support the SChART infrastructure and provide assistance	
Maintaining Safety, Integrity and Security	M	3.2.3			Produce content relative to emergency preparedness or awareness	3%	5%	Yearly	Internal Log	Spores Produced	Distribute information for the state through ETV resources for emergency preparedness and response	
Maintaining Safety, Integrity and Security	M	3.2.4			Implement additional support services (SCEN)	yearly	yearly	Yearly	Internal Log	Completed System	Distribute information for the state through ETV resources for emergency preparedness and response	
Maintaining Safety, Integrity and Security	M	3.2.5			Manage and maintain infrastructure to ensure readiness	100%	100%	Yearly	Internal Log	Provided Services	Provide infrastructure management to support emergency preparedness and response	
Maintaining Safety, Integrity and Security	S	3.3			Support the statewide tower management program							
Maintaining Safety, Integrity and Security	M	3.3.1			Determine the structural condition and lease status of towers within the state	NA	25%	Yearly	Internal Log	Towers Identified	Access condition of towers throughout the state	
Maintaining Safety, Integrity and Security	M	3.3.2			Engage resources to identify best use scenarios	yearly	yearly	Yearly	Manual Updated	Policy Updated	Identify third party analyst for evaluation and valuation of assets	
Maintaining Safety, Integrity and Security	M	3.3.3			Continue to update a asset plan for identification and classification	yearly	yearly	Yearly	Internal Log	Inventory Updated	Continue to inventory state assets authorized by process 8.4	
Education, Training, and Human Development	S	3.4			Produce acquire and deliver relevant content							
Education, Training, and Human Development	M	3.4.1			Maintain 24 hours to broadcast	35040	35040	End Fiscal	Production Log	Number of Hours	Provide national content through ETV's services	
Education, Training, and Human Development	M	3.4.2			Maintain 24 hours radio broadcast	8366	8486	End Fiscal	Production Log	Number of Hours	Provide national content through ETV's services	
Education, Training, and Human Development	M	3.4.3			Identify alternate content distribution methods	NA	1	Yearly	Internal Reports	Internal Dashboard	Provide national and local content through ETV's services	
Education, Training, and Human Development	M	3.4.4			Improve viewer and listener ratings and analytics	Monthly	Monthly	Monthly	Nielsen	Ratings data/responses	Provide national and local content through ETV's services	
Education, Training, and Human Development	M	3.4.5			Produce local content for TV	91	92	Yearly	Production Log	Number of Hours	Produce local content for distribution on multiple platforms	
Education, Training, and Human Development	M	3.4.6			Produce local content for radio	1306	1450	Yearly	Production Log	Number of Hours	Produce local content for distribution on multiple platforms	
Education, Training, and Human Development	M	3.4.7			Analyze engagements, analytics, ratings, and feedback from advisory council and other sources	27	37	Yearly	eVite	Responses, and registration and head counts	Produce local content for distribution on multiple platforms	
Education, Training, and Human Development	M	3.4.8			Develop and create targeted content to increase awareness of and improve workforce readiness	NA	Yearly	Yearly	Production Log and Surveys	Content Created	Produce local content for distribution on multiple platforms	
Government and Citizens	S	3.5			Offer transparency through ETV services							
Government and Citizens	M	3.5.1			Maintain legislative streaming committee content	849	850	Yearly	Kaltura	Number of Hours	Stream legislative committee meetings through ETV services	
Government and Citizens	M	3.5.2			Provide coverage of relevant events, press conferences, etc.	15	15	Yearly	Broadcast time and Kaltura	Number of conferences and events or OTS	Distribute information for the state through ETV resources for transparency	
Government and Citizens	M	3.5.3			Produce and distribute content and reports focused on relevant to SC government	50	50	Yearly	Production Log	Total content duration (time)	Create content supporting transparency and dissemination of information	
Education, Training, and Human Development	S	3.6			Identify and increase customer feedback channels							
Education, Training, and Human Development	M	3.6.1			Develop and test platforms for user generated ideas	NA	end fiscal	Yearly	Social and digital Platforms	Responses	Increase the number of user generated content ideas	
Education, Training, and Human Development	M	3.6.2			National shows carriage rates overall average	65%	75%	Fiscal Year	Station Relations Services	Carriage Report averages	Original and SCTV Presents programs	
Education, Training, and Human Development	M	3.6.3			Promote interactive engagement of social media platforms	NA	Quarterly	Yearly	Social media Platforms	Responses	Provide customer and service partners the ability to provide feedback	

**Agency Name:** ETV COMMISSION

Fiscal Year 2018-2019  
Accountability Report

**Agency Code:** H670 **Section:** 008

Program Template

Program/Title	Purpose	FY 2018-19 Expenditures (Actual)				FY 2019-20 Expenditures (Projected)				Associated Measure(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Internal Administration	Provides agency administrative functions.		\$ 2,273,880		\$ 2,273,880		\$ 2,437,943		\$ 2,437,943	1.1 1.2 1.3 1.6
II.A.1. Engineering Administration	Provides engineering administrative functions		\$ 219,781		\$ 219,781		\$ 232,546		\$ 232,546	3.3 3.4 3.5
II.A. 2. Transmissions & Reception	Distributes educational, transparency, and broadcast content. Provides support to agency.	\$ 174,273	\$ 1,742,213	\$ 39,318	\$ 1,955,804	\$ 174,273	\$ 1,908,528	\$ 183,991	\$ 2,266,792	3.3 3.4 3.5
II.A.3. Communications	Public Affairs functions		\$ 237,877		\$ 237,877		\$ 248,564		\$ 248,564	1.4 2.1 2.2
II.B.1. Pre-K Education	Produces and distributes educational programming for Pre-K.		\$ 153,800		\$ 153,800		\$ 161,490		\$ 161,490	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		\$ 1,691,540		\$ 1,691,540	2.3 3.1
II.B.3. Higher Education	Produces and distributes educational programming for colleges and universities.		\$ 447,197		\$ 447,197		\$ 469,557		\$ 469,557	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		\$ 1,007,616		\$ 1,007,616	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		\$ 210,092		\$ 210,092	3.2
II.C. Radio Content	Continue to provide radio programming, the State House Report, and news coverage.		\$ 1,728,081		\$ 1,728,081		\$ 1,790,270		\$ 1,790,270	1.5
II.D.1. Television Content	Continue to provide television programming		\$ 2,114,666		\$ 2,114,666		\$ 2,134,394		\$ 2,134,394	1.5
II.D.2. Local & Transparency	Continue to produce Palmetto Scene, This Week in South Carolina, news, and educational coverage.	\$ 64,533	\$ 1,657,962		\$ 1,722,495	\$ 64,533	\$ 1,966,159		\$ 2,030,692	3.2
II.D.3. Regional Operations	Support for regional stations		\$ 324,497		\$ 324,497		\$ 486,561		\$ 486,561	3.5
II.E. Enterprise	Continue Endowment/ETV fundraising initiatives. Reinvigorate planned giving. Restructure underwriting.		\$ 395,087		\$ 395,087		\$ 431,228		\$ 431,228	3.6
III. Employee Benefits	Provides for employee benefits to include employer contributions.	\$ 45,451	\$ 1,645,348	\$ 25,798	\$ 1,716,597	\$ 45,451	\$ 1,650,360	\$ 25,826	\$ 1,721,637	1.1 1.2 1.3 1.6



Agency Name: ETV COMMISSION

Agency Code: H670 Section: 8

Customer Template

Divisions or Major Programs	Description	Service/Product Provided to Customers	Customer Segments	Specify only for the following Segments: (1) Industry; Name; (2) Professional Organization; Name; (3) Public; Demographics.
Internal Administration	Businesses, organizations, or agencies using	Emergency preparedness alerts and	Executive Branch/State Agencies	
Internal Administration	Businesses, organizations, or agencies using	Content for Television and Web	Legislative Branch	
Internal Administration	Businesses, organizations, or agencies using	streaming web coverage of the S.C. Supreme	Judicial Branch	
Internal Administration	Businesses, organizations, or agencies using ETV	Pre-K 12 Content and teacher professional de	School Districts	
Internal Administration	Businesses, organizations, or agencies using	Statewide awareness of industry initiatives	Industry	Examples include S.C. Chamber of Commerce, community development organizations, new and expanded services (including the S.C. Ports Authority and S.C. Telehealth Alliance)
Internal Administration	Citizens of SC who watch or listen to ETV for	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Internal Administration	Businesses, organizations, or agencies using	Awareness and outreach	Professional Organization	Examples include S.C. Association of School Administrators, TransformSC, and S.C. Afterschool Alliance
Internal Administration	Businesses, organizations, or agencies using	web, television, and radio features on	Local Govts.	
Transmissions & Reception	Businesses, organizations, or agencies using	Statewide infrastructure to support the	Executive Branch/State Agencies	
Transmissions & Reception	Businesses, organizations, or agencies using	television and radio broadcast and web	Industry	Examples include tourism, transportation, and small businesses
Transmissions & Reception	Businesses, organizations, or agencies using	television and radio broadcast and web	Professional Organization	Examples include SC HEART, S.C. Broadcasters Association, and S.C. Law Enforcement Officers Association
Communications	Citizens of SC who watch or listen to ETV for	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Public Education	Businesses, organizations, or agencies using	Pre-K 12 Content (including K-12 educational	School Districts	
Public Education	Businesses, organizations, or agencies using	web, television, and radio features on	Local Govts.	
Public Education	Businesses, organizations, or agencies using	web, television, and radio features on	Professional Organization	Examples include SCASA, SC Palmetto Teachers Association, and SC Home-School Association
Higher Education	Businesses, organizations, or agencies using	web, television, and radio features on	Professional Organization	Examples include SC Association of Independent Colleges, SC Technical Education System, and 4-year public colleges and universities throughout the state
Higher Education	Businesses, organizations, or agencies using	web, television, and radio features on	Executive Branch/State Agencies	
Radio Content	Citizens of SC who watch or listen to ETV for	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Radio Content	Businesses, organizations, or agencies using	S.C. Business Review	Industry	Small and large businesses that impact economic development including but not limited to education, economic development, and arts/cultural
Television Content	Citizens of SC who watch or listen to ETV for	Content for Television and Web	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Television Content	Businesses, organizations, or agencies using	streaming and television broadcast and web	Executive Branch/State Agencies	
Television Content	Businesses, organizations, or agencies using	Online training	Executive Branch/State Agencies	
Television Content	Businesses, organizations, or agencies using	Content for Television and Web	School Districts	
Local & Transparency	Businesses, organizations, or agencies using	Streaming services/Web distribution	Executive Branch/State Agencies	
Local & Transparency	Businesses, organizations, or agencies using	Television Broadcast and Web Streaming	Legislative Branch	
Local & Transparency	Businesses, organizations, or agencies using	streaming and television broadcast and web	Judicial Branch	
Enterprise	Businesses, organizations, or agencies using	Diverse Educational Platforms Content	Industry	Small and large businesses that impact economic development including but not limited to education, economic development, and arts/cultural
Enterprise	Businesses, organizations, or agencies using	Live News Shots, informational video, etc.	Executive Branch/State Agencies	
Enterprise	Businesses, organizations, or agencies using	Future information and community	Professional Organization	Small and large professional organizations that impact economic development including but not limited to education, economic development, and arts/cultural

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Goal(s)
ETV Endowment of SC	Non-Governmental Organization	Conducts meetings with ETV to assess progress in meeting goals.	Expand consumer knowledge of agency capabilities and services
SC Department of Education	State Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program	Provide value services to the state and citizens
Corporation for Public Broadcasting (CPB)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Public Broadcasting Service (PBS)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
National Public Radio (NPR)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Viewers/Listeners/Donors/Members	Individual	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
School Districts	Local Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program	Provide value services to the state and citizens
Educational Organizations/Associations	Non-Governmental Organization	Meets regularly with and works collaboratively to identify training needs. Also, develops program concepts, produces video features, and markets programs to	Provide value services to the state and citizens
SC Legislature and Legislative Services	State Government	Provides streaming annually during general session.	Provide value services to the state and citizens
SC Supreme Court	State Government	Provides streaming annually during general session.	Provide value services to the state and citizens
SC Emergency Management Division (EMD)	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
SC Department of Transportation	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.	Ensure and expand operational readiness
SC Governor's Office	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
SC Department of Administration	State Government	Provides the infrastructure for agencies and others to share information.	Ensure and expand operational readiness
Federal Emergency Management Agency	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.	Ensure and expand operational readiness
National Oceanic and Atmospheric	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
Department of Homeland Security	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
SC Healthcare Emergency Amateur Radio	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
SC Civil Air Patrol	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to	Ensure and expand operational readiness
SC State Human Resources	State Government	Maintains performance records to meet state HRD standards.	Ensure and expand operational readiness
SC Commission on Higher Education	State Government	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Clemson University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
College of Charleston	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Columbia College	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Converse College	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Francis Marion University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Furman University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Lander University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Technical College System	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
University of South Carolina	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Winthrop University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Humanities Council of SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Research Authority	Private Business Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Users/Participants	Individual	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals.	Expand consumer knowledge of agency capabilities and services
SC Criminal Justice Academy	State Government	Meets regularly to market programs and issue certifications.	Expand consumer knowledge of agency capabilities and services
SC State Law Enforcement Division (SLED)	State Government	Meets regularly to market programs and issue certifications. Also, provides the infrastructure for agencies and others to share information.	Expand consumer knowledge of agency capabilities and services
Telecommunication Carriers	Private Business Organization	Provides the infrastructure for agencies and others to share information.	Ensure and expand operational readiness
The Riley Institute	Higher Education Institute	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Spoleto Festival	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Arts Commission	State Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Columbia Museum of Art	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Community Councils/Foundation	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
National Park Service	Federal Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Telehealth Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Google Analytics	Private Business Organization	Incorporated data for monthly updates for management and ETV Commission presentations.	Expand consumer knowledge of agency capabilities and services
SC Education Oversight Committee	State Government	Promotes resources, identifies customer needs creates packages to meet their needs, develops program concepts, produces video features, and markets programs	Expand consumer knowledge of agency capabilities and services
SC Farm Bureau	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Department of Natural Resources	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
Medical University of South Carolina - PICO	State Government	Works with federal agencies (including Energy and the Department of Defense to develop outreach and communication initiatives to address health care disparities,	Provide value services to the state and citizens
Afterschool Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Arts in Basic Curriculum	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Catesby Trust	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
and Advancement (CERRA)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Colonial Dames	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services

ConnectSC	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
Endowment TeacherStep	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
First Steps	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Future Minds	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Head Start	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Foundation	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
K-12 School Technology Initiative	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
Media Literacy Clearinghouse	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
NASA	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
National EBS Association	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
National Parks	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
NETA	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Olde English Consortium	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Open Source 101 Initiative	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Palmetto Teachers Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
PBS LearningMedia and Teacherline	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Richland County Public Library	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
Riverbanks Zoo	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
S2TEM Centers SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
(EdTech)	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Association of School Administrators	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Business Education Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC Early Childhood Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Economics	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Fire Academy	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Hall of Fame	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Independent Schools Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Municipal Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Museum of Archive and History	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC National Heritage Corridor	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Public Service Commission	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC School Board Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
SC Science Education Leadership Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
SC State Library	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
SC State Museum	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
SC State Parks	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
SC Supreme Court	State Government	Provides the infrastructure for agencies and others to share information.	Provide value services to the state and citizens
South Carolina Council on the Holocaust	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
South Carolina Geographic Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
South Carolina Montessori Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens
Sprint	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Transform SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Western Piedmont Education Consortium	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	Expand consumer knowledge of agency capabilities and services
Writing Improvement Network	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Provide value services to the state and citizens

Agency Name: ETV COMMISSION

Fiscal Year 2018-2019  
Accountability Report

Agency Code: H670 Section: 008

Report and External Review Template

Item	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	Current Fiscal Year: Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
1	External Review and Report	Accountability Report	Executive Budget Office/House Legislative Oversight Committee	State	Annually	September 15, 2019	Provide priorities and data for agencies, policymakers, and citizens	<a href="http://www.admin.sc.gov/budget">www.admin.sc.gov/budget</a>
2	External Review and Report	EEOC Annual Report/Mid-Term	Federal Communications Commission	Federal	Annually	August 1, 2019	Information regarding hiring practices and opportunities, as well as demographics related to station employment	<a href="http://www.fcc.gov">www.fcc.gov</a>
3	External Review and Report	SAS	Corporation of Public Broadcasting	Outside Organization	Annually	February 1, 2020	Agency information related to human resources, content, and education	<a href="http://www.cpb.org">www.cpb.org</a>
4	External Review and Report	SABs	Corporation of Public Broadcasting	Outside Organization	Annually	February 16, 2020	Financial information	<a href="http://www.cpb.org">www.cpb.org</a>
5	External Review and Report	K-12 School Technology Initiative Progress Report	K-12 Technology Initiative	State	Annually	October 31, 2019	Provide SCETV Programming services funded by K-12 Technology Initiative budget	<a href="https://sck12technit.sc.gov/">https://sck12technit.sc.gov/</a>
6	External Review and Report	EEOC-EIA Program Report	Education Oversight Committee	State	Annually	October 1, 2019	Program and budget information for EIA funds to SCETV	<a href="http://www.eoc.sc.gov/reportsandpublications/Pages/default.aspx">www.eoc.sc.gov/reportsandpublications/Pages/default.aspx</a>
7	External Review and Report	EEO Report	S.C. Human Affairs Commission	State	Annually	October 1, 2019	Information regarding hiring practices and opportunities, as well as demographics	<a href="http://www.scstatehouse.gov/reports/HumanAffairsComm/2016AnnualReport.pdf">www.scstatehouse.gov/reports/HumanAffairsComm/2016AnnualReport.pdf</a>
8	External Review and Report	CPB Local Impact Report	Corporation of Public Broadcasting	Outside Organization	Annually	September 1, 2019	Network report on local impact services to the state	<a href="http://www.scetv.org/about/annual-reports">http://www.scetv.org/about/annual-reports</a>
9	External Review and Report	Annual Financial Statements	South Carolina Auditor's Office	State	Annually	January 31, 2019	All financial information	<a href="https://scetv.org/about/annual-reports">https://scetv.org/about/annual-reports</a>
10	External Review and Report	Wireless Communications Tower Revenue	Senate Finance and House Ways and Means Committees	State	Annually	October 1, 2019	Revenue collected and disbursed	<a href="http://www.scstatehouse.gov/">http://www.scstatehouse.gov/</a>