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South Carolina ETV

1101 George Rogers Boulevard
PO Box 11000
Columbia, South Carolina 29211

JOHN M. RIVERS, JR.
Chairman
(803) 737-3240
FAX (803) 737-3526

April 21, 1997

Mr. George N. Dorn, Jr., Director
Office of State Budget
S.C. Budget and Control Board
1122 Lady Street, 12th Floor
Columbia, S.C. 29201

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STATE DOCUMENTS

Dear George:

Attached is the FY 95-96 Annual Accountability Report for SC Educational Television. We have included only the information that was requested in the instructional guide developed by your office.

If you have questions, please call Mr. David Crouch at 737-3234.

Sincerely,

Henry J. Cauthen
mcb

Henry J. Cauthen
President

SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION

Annual Accountability Report 1995-1996

South Carolina ETV

Television That Teaches and Inspires

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April 21, 1997

To His Excellency, Governor David M. Beasley, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 1-1-810, Code of Laws of South Carolina, I am transmitting to you the annual accountability report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1996.

Sincerely,

Henry J. Cauthen
President

Commission Members

Jack W. Newton, Chairman
C.B. Askins
Peggy A. Denny
C. Jay Odom
Dr. Walton H. Owens, Jr.
John M. Rivers, Jr.
Joseph F. Sullivan

Ex-Officio Member:
Dr. Barbara Nielsen

Staff

Network Headquarters
P.O. Box 11000
1101 George Rogers Boulevard
Columbia, SC 29211

Production Headquarters
P.O. Drawer L
2712 Millwood Avenue
Columbia, SC 29250

General Information: (803) 737-3200
Nights, Weekends, Holidays: (803) 737-3280

Henry J. Cauthen, President: 737-3240
Ronald L. Schoenherr, Senior Vice President: 737-3260
Charlton W. Bowers, Vice President for Engineering: 737-3500
Jesse L. Bowers, Jr., Vice President for Programming: 737-3494
Charles M. Case, Vice President for Administrative Services: 737-3234
Thomas L. Clark, Vice President for Production: 737-3311
Kathryn Gardner-Jones, Vice President for Communications: 737-3233
George W. Hopkins, Jr., Vice President for School Services: 737-3244
Bobbi J. Kennedy, Vice President for Continuing Education: 737-3451

Regional Stations

WJWJ-TV
P.O. Box 1165
105 South Ribaut Road
Beaufort, SC 29901
Michael Brannen, Manager
(803) 524-0808

WRJA-TV
18 North Harvin Street
Sumter, SC 29151
James L. Barnard, Manager
(803) 773-5546

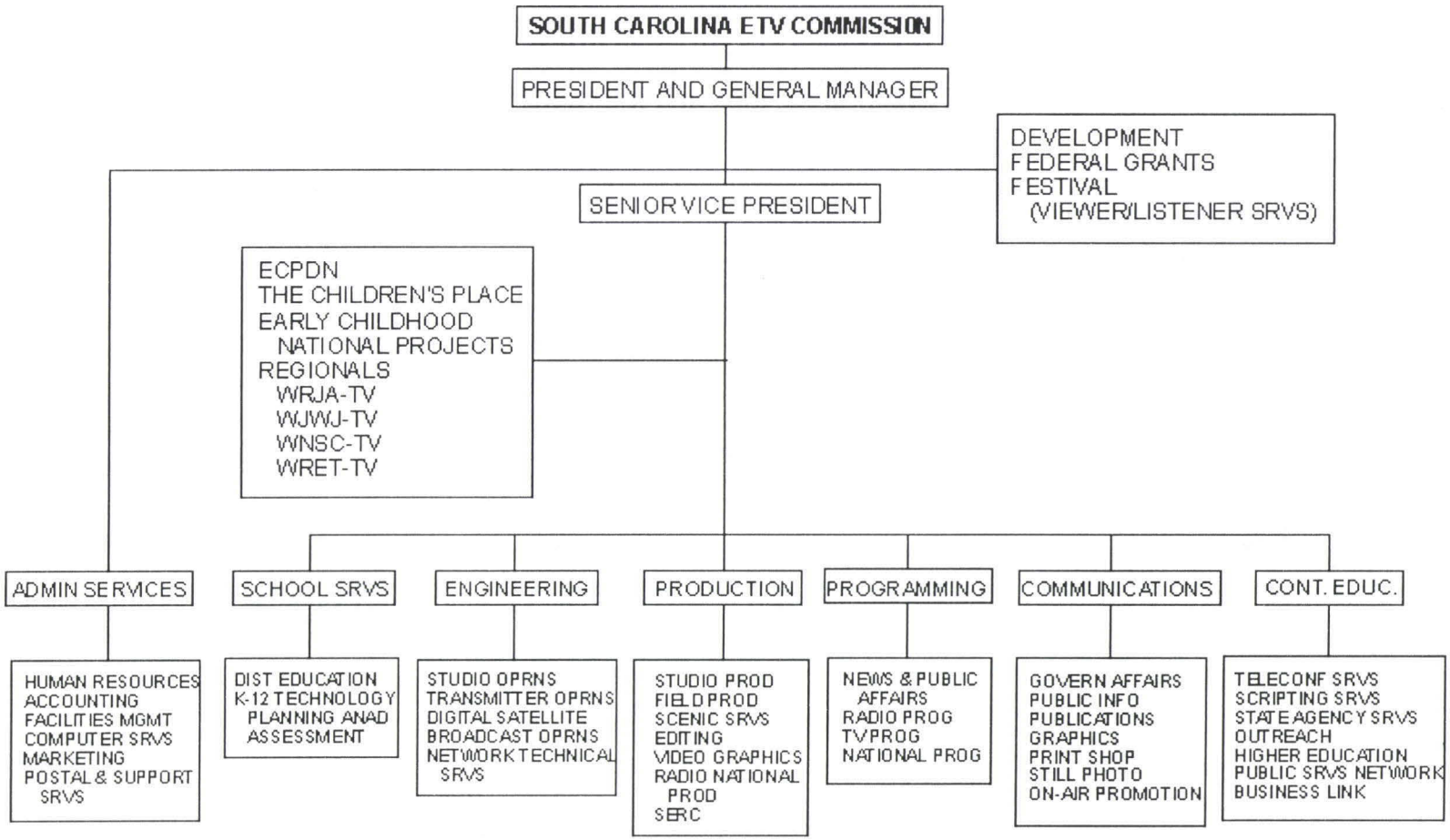
WNSC-TV
P.O. Box 11766
Highway 21 Bypass
Rock Hill, SC 29730
John Bullington, Manager
(803) 324-3184

WRET-TV
P.O. Box 4069
Spartanburg, SC 29305
John Edwards, Manager
(864) 503-9371

WLTR-FM
P.O. Box 11000
1101 George Rogers Boulevard
Columbia, SC 29211
(803) 737-3403

WSCI-FM
P.O. Box 801
USS Yorktown
Mt. Pleasant, SC 29464
(803) 881-1160

ORGANIZATIONAL CHART



Statutory Authority

The South Carolina Educational Television Commission was created in Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976 Code of Laws and applicable regulations and provisions, as amended.

Mission Statement

South Carolina ETV's mission is to provide a statewide educational communications network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significance to the general public.

Summary of Services Provided by SC ETV

1.	**Public Schools with Access to SC ETV**	
	Individual Students	650,534
	Course Enrollment (estimate)	3,300,000
	Schools Served	1,097
2.	**Higher Education**	
	Credit Courses	160
	Total Student Enrollment	12,884
3.	**Distance Education Projects**	
	Russian I: National Enrollment	
	Two Sections, Total Number of Students Enrolled	157
	Russian II: National Enrollment	
	One Section, Total Number of Students Enrolled	115
	Advanced Placement Macroeconomics: National Enrollment	
	Two Sections, Total Number of Students Enrolled	135
	Advanced Placement Microeconomics: National Enrollment	
	Two Sections, Total Number of Students Enrolled	116
	Spanish I: Statewide Enrollment*	
	Live and Auditing Students	208
	Spanish II: Statewide Enrollment*	
	Live and Auditing Students	24
	Middle-School Spanish: Statewide Enrollment*	
	Live and Auditing Students	1,045

American Government

Schools Served	56

High-School Economics

Schools Served	57

* Live student enrollment for Spanich I = 96, Auditing students for Spanish I = 112
Live student enrollment for Spanish II = 2, Auditing students for Spanish II = 22
Live student enrollment for Middle School Spanish = 120, Auditing students for Middle School Spanish = 925 (Auditing students don't take test or receive a grade for the course.)

4.	**Staff Development**	
	Programs	566
	Teacher Enrollment	909
5.	**Medical Education**	
	Medical Personnel Served	29,432
	Hospitals Served	35
	DHEC Offices Served	15
	Mental Health Offices Served	16
	Technical Schools Served	4
	USC Medical School Library Served	1
6.	**Law Enforcement Training**	
	Total Monthly Course Enrollment of Officers, Judges, and Magistrates for **Crime to Court**	8,500
	Police Line Teleconference Participants	15,785
7.	**Legal Continuing Education**	
	Teleconferences	19
	Attorneys Served	8,055
8.	**Business and Industry Sites Served**	12
9.	**State Government Audio and Video Teleconferences**	
	Audioconferences	860
	Videoconferences	583
10.	**State Government Media Projects**	58
11.	**Network-Produced Programs**	
	ITV (includes distance education)	1,291
	ITV Staff Development (TV and Radio)	38
	Minority	28
	Public Affairs	64
	Nature and Science	13
	Arts and Culture	12

12. Radio (including Radio Services to the Blind)

Broadcast Hours	7,046
Broadcast Hours (Services to Blind)	6,552
Total Radio Broadcast Hours	13,598
Locally Produced Programs	3,168
Locally Produced Programs (Services to Blind)	4,680
Total Radio Programs Produced	7,848

13. Regional Stations Locally Produced Programs

Beaufort	402
Rock Hill	765
Spartanburg	257
Sumter	200
Total	1,624

14. Multichannel Programming for a Typical Day

Programming Type	Hours/Day	Percent of Broadcast Day
Public School	44.3	41.5%
Teacher Staff Development	3.0	2.8%
Professional Education	11.9	11.0%
College Credit	18.4	17.0%
General Education	15.3	14.2%
Children	6.4	5.9%
Evening Programs	8.7	7.6%
Total	108.3	100.0%

Total Number of Programs	174
Programs Transmitted Through Broadcast Stations, ITFS Network, and Satellites	
Programs	40,357
Hours	24,980

15. National Programming and Development

Grants Obtained	$6,634,551

16. Print Shop

Jobs	520
Copies	3,878,000

17. School Reception Equipment

Television Receivers Purchased by SC ETV	55
Television Receivers Purchased by Schools	358

South Carolina ETV

	1995-96 Actual Funds
Program--Internal Administration	
Personal Service	1,668,632
FTE Positions	(59.80)
Other Operating Expenses	2,535,967
Internal Administration Totals	4,204,599
Program--Education Assessment and Program Development	
Personal Service	2,142,321
FTE Positions	(60.75)
Other Operating Expenses	2,449,370
Education Assessment and Development Totals	4,591,691

Program Goal

To provide assistance in the coordination, planning, evaluation, and delivery of educational/training programs for public schools, higher education, state agencies, business and industry, and adult education.

Program Objectives

- To increase district/multi-district use of existing facilities for instructional courses and staff development and training.
- To provide higher education institutions, state agencies, and businesses in the state with live and pre-recorded courses.

Performance Measures

Workload Indicators:

- Seven (7) additional tape and delay centers with Short Distance Learning (SDL) studios will be constructed this year. This will increase the number of tape and delay centers to twenty-eight (28).
- 58 school districts serviced by these 28 centers
- Continuous planning contacts with public schools regarding SDL
- Continuous planning contacts with public schools regarding future technology
- Continuous formal presentations to public school and adult education administrators, school board members, and teachers and educational advisory committees.

Efficiency Measures:

- Minimum to no travel by teachers or students to participate in courses/training
- 650,534 public school students
- 303,694 people without high school diplomas in South Carolina
- $40,618,523 yearly savings to state government through audio/video teleconferences versus commercial rates
- 14 percent of total expenditures

Effectiveness Measures:

- 969 adult education students served through SDL and special event programming (electronic field trips)
- 39 public school students received college-credit courses through SDL
- 117 public school students received courses through SDL
- 1,136 teachers received staff development training through SDL
- 655 teachers received recertification courses through SC ETV
- 1,642 teleconferences for state agencies and professional associations
- 162 GED preparation and math basics adult education programs
- 60 media projects for 35 associations and state agencies
- 62 state agencies serviced by audio/video teleconferences
- All K-12 public schools in South Carolina have access to ITV through Digital Satellite System

	1995-96 Actual Funds
Program--Television, Radio, and Other Production	
Personal Service	4,683,356
FTE Positions	(183.00)
Other Operating Expenses	2,616,865
TV, Radio, and Other Production Totals	7,300,221

Program Goal

To provide the necessary facilities and personnel for the creation and good delivery of radio programs, film, videotape, and studio video production.

Program Objectives

- To provide the necessary facilities and equipment to produce quality broadcast programs.
- To provide the necessary producers, writers, cameramen, and technicians to produce quality programs for use in classrooms, training, and general public viewing.
- To provide programs of local interest to local audiences and programs of historical, cultural, and educational significance to the general public.

Performance Measures

Workload Indicators:

- 14 departments served by the production department
- 21 independent producers supported
- 7 courses for SERC Star Schools supported
- 17,070 hours of electronic field production
- 4,279 hours of post-production
- 2,709 hours of studio production

Eficiency Measures:

- 87 percent usage of studio record resources
- 25 percent of total expenditures

Effectiveness Measures:

- 1,330 Distance Learning programs produced
- 7 daily live, on-air interactive classes
- 259 high schools across the state and the nation receive these courses
- 1,728 hours of children programming
- 46 program series produced for statewide/regional audiences in South Carolina

	1995-96 Actual Funds
Program--Transmission and Reception	
Personal Service	2,105,913
FTE Positions	(84.00)
Other Operating Expenses	9,126,967
Debt Service	1,528,249
Transmission and Reception Totals	12,761,129

Program Goal

To provide the necessary engineering, technical, staff, and equipment to assure uninterrupted daily service to public schools, colleges, universities, state agencies, and the general public and to support the internal production department.

Program Objectives

- To service, plan, and provide the necessary equipment for transmitting and broadcasting day to day.
- To assist local reception and distribution systems.
- To continue the completion of the statewide video-related educational system.

Performance Measures

Workload Indicators:

- 7,000 visits to public schools
- 1,400 ITFS transmitter routine visits
- 100 visits to SERC sites
- 2,500 tapes distributed to taping centers
- 100 school system design meetings with architects
- 30 inspections of commercial contractor installations of school distribution systems
- 700 satellite receive site surveys

Efficiency Measures:

- 2,360 reception equipment problems reported and cleared
- 152 ITFS equipment problems reported and cleared
- 30 SERC equipment problems reported and cleared
- 300 installations of satellite receive sites
- 8,079 broadcast hours to the general public
- 461,000 households
- 31 percent of total expenditures reached

Effectiveness Measures:

- 385 schools receiving programs from taping center (LAT/local area transmitter)
- 165 schools receiving ITFS programming from the SC ETV Center (WAT/wide area transmitter)
- 595 schools receiving open-circuit programming
- 184 non-state schools receive programming through WAT

	1995-96 Actual Funds
Program--Employee Benefits	
Employer Contributions	2,613,358
Program--Non-Recurring Receiving Units	
Schools	761,090
SC ETV Operating Budget Totals	32,232,088

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