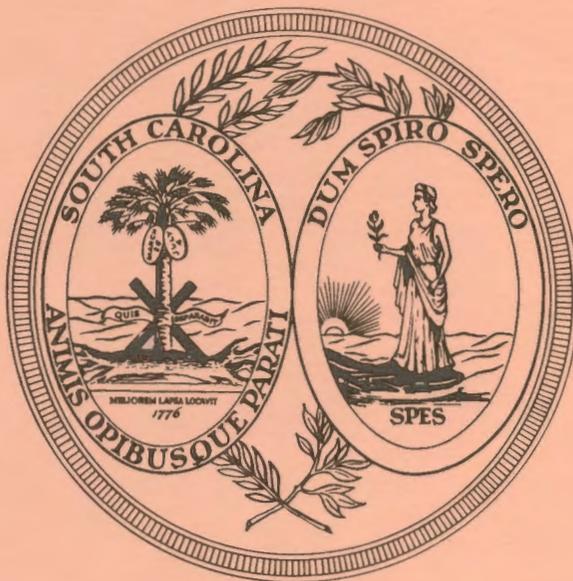


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**SOUTH CAROLINA
EDUCATIONAL TELEVISION
COMMISSION**



**ANNUAL REPORT
1992-1993**

Printed Under The Direction Of The
State Budget And Control Board

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APR 29 1998

STATE DOCUMENTS

October 15, 1993

To His Excellency, Governor Carroll A. Campbell, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1993.

Sincerely,

A handwritten signature in black ink that reads "Henry J. Cauthen". The signature is written in a cursive style with a long horizontal stroke at the end.

Henry J. Cauthen
President

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Commission Members

Jack W. Newton, Chairman
C.B. Askins
Dr. Marianna W. Davis
Peggy A. Denny
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 and General Manager: 737-3240*
Ronald L. Schoenherr, *Senior Vice President and Assistant General Manager: 737-3260*
Charlton W. Bowers, *Vice President for Engineering: 737-3240*
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

WRET-TV
P.O. Box 4069
Spartanburg, SC 29305
William S. Hart, Manager
(803) 599-0201

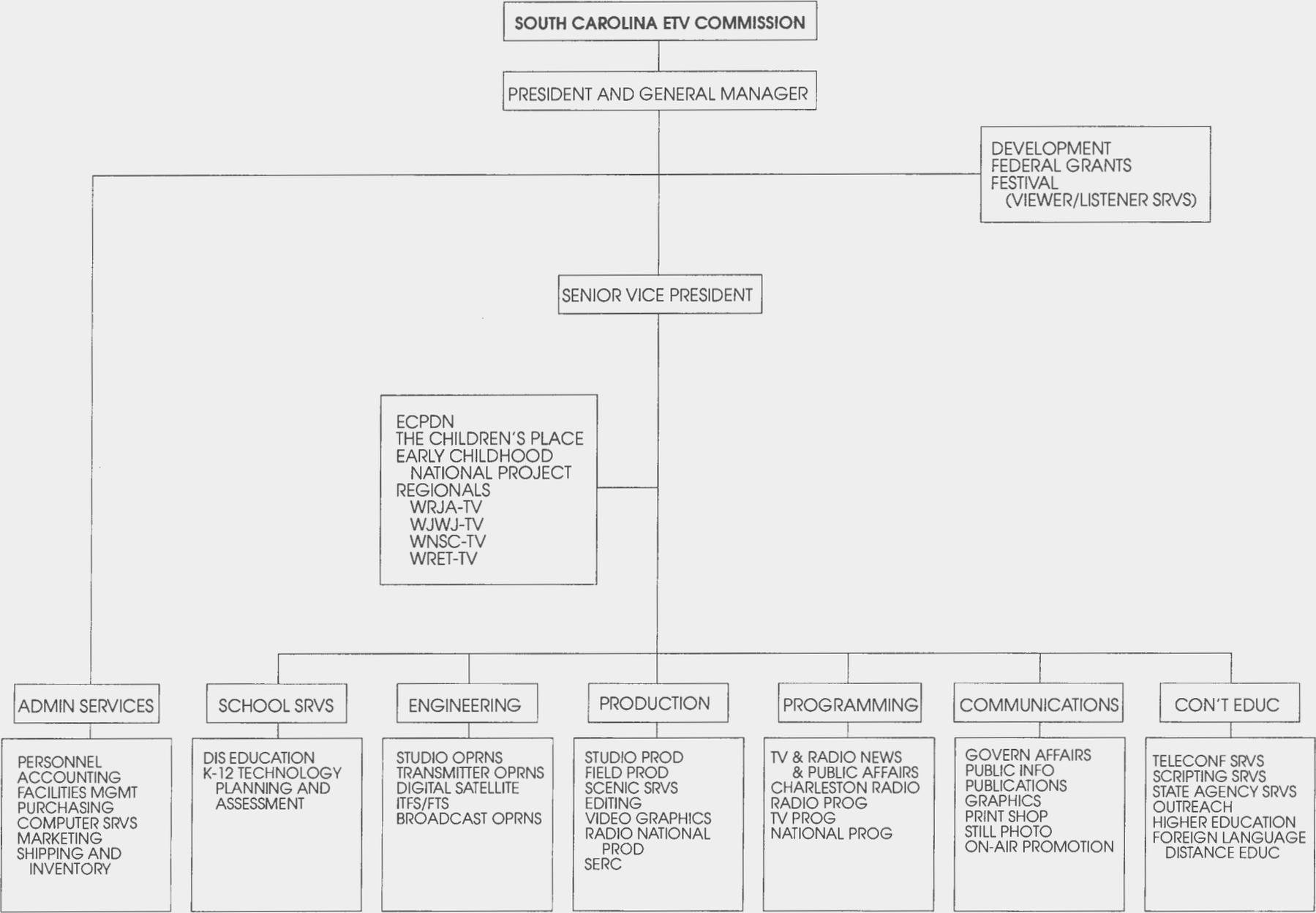
WRJA-TV
P.O. Box 1836
North Harvin Street
Sumter, SC 29150
James L. Barnard, Manager
(803) 773-5546

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

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

WLTR-FM
P.O. Drawer L
Columbia, SC 29250
(803) 737-3403

Organizational Chart



SOUTH CAROLINA ETV COMMISSION

PRESIDENT AND GENERAL MANAGER

DEVELOPMENT
FEDERAL GRANTS
FESTIVAL
(VIEWER/LISTENER SRVS)

SENIOR VICE PRESIDENT

ECPDN
THE CHILDREN'S PLACE
EARLY CHILDHOOD
NATIONAL PROJECT
REGIONALS
WRJA-TV
WJWJ-TV
WNSC-TV
WRET-TV

ADMIN SERVICES

PERSONNEL
ACCOUNTING
FACILITIES MGMT
PURCHASING
COMPUTER SRVS
MARKETING
SHIPPING AND
INVENTORY

SCHOOL SRVS

DIS EDUCATION
K-12 TECHNOLOGY
PLANNING AND
ASSESSMENT

ENGINEERING

STUDIO OPRNS
TRANSMITTER OPRNS
DIGITAL SATELLITE
ITFS/FTS
BROADCAST OPRNS

PRODUCTION

STUDIO PROD
FIELD PROD
SCENIC SRVS
EDITING
VIDEO GRAPHICS
RADIO NATIONAL
PROD
SERC

PROGRAMMING

TV & RADIO NEWS
& PUBLIC AFFAIRS
CHARLESTON RADIO
RADIO PROG
TV PROG
NATIONAL PROG

COMMUNICATIONS

GOVERN AFFAIRS
PUBLIC INFO
PUBLICATIONS
GRAPHICS
PRINT SHOP
STILL PHOTO
ON-AIR PROMOTION

CON'T EDUC

TELECONF SRVS
SCRIPTING SRVS
STATE AGENCY SRVS
OUTREACH
HIGHER EDUCATION
FOREIGN LANGUAGE
DISTANCE EDUC

Statutory Authority

The South Carolina Educational Television Commission was created in Section 59-7 of the 1976 Code of Laws of South Carolina, as amended.

Mission Statement

South Carolina ETV's mission is to provide a statewide educational radio and television 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.

*Television can teach. It can illuminate.
Yes, it can even inspire.
But it can do so only to the extent that humans
are determined to use it to those ends.
Otherwise, it is merely lights and wires in a box.
—Edward R. Murrow*



History

Over 34 years ago, South Carolina ETV was specifically created to teach, illuminate, and inspire young minds. Today, the mission has expanded to not only include preschool through K–12 and university students, but medical and business communities as well as state agencies. Through SC ETV’s short- and long-distance learning projects, as well as medical training, teleconferencing, crucial job information, and more, South Carolina’s educational television network continues to harness the power of television in innovative ways. Throughout the years, SC ETV’s goals have been futuristic and lofty, constantly placing South Carolina on the leading edge of television technology. Yet, SC ETV’s goals have also had a simple humanitarian perspective—television must be a powerful force for educational advancement, and a source for personal betterment. In 1994, with the coming of SC ETV’s extensive digital satellite system, the state of South Carolina will continue to provide crucial leadership in television technology. Indeed, the advancing technology will continue to insure that, for South Carolinians and the nation, SC ETV will never be merely “lights and wires in a box.”

SC ETV Milestones

- 1957 The General Assembly passes a concurrent resolution which calls for a study of the use of television in public schools.
- 1958 The study committee recommends that a pilot project be set. A studio is built at Dreher High School in Columbia and the experiment begins. Henry J. Cauthen is selected as technical director; R. Lynn Kalmbach is selected as project evaluator. Enrollment is 300. Educational television services are extended to five Columbia-area schools.
- 1960 The General Assembly creates the S.C. Educational Television Commission. R. Lynn Kalmbach is tapped for general manager.
- 1961 Expansion of the closed-circuit system is accomplished by the negotiation of the first reduced tariff rate for educational television.
- 1962 State agencies and public school teachers begin utilizing SC ETV for continuing professional education.
- 1963 The closed-circuit network now extends to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers, and 10 hospitals.
- 1964 The SC ETV Network signs on its first open-circuit station, WNTV-TV in Greenville, with WITV in Charleston signing on in the same year.

- 1965 With the death of R. Lynn Kalmbach, Henry J. Cauthen becomes executive director of the network.
- 1966 WRLK-TV, Columbia's open-circuit station, signs on. ❖ Extensive programming for elementary schools is offered for the first time on open broadcast.
- 1967 WJPM-TV, Florence, and WEBA-TV, Barnwell, sign on.
- 1970 The University of South Carolina, in cooperation with the SC ETV Commission, begins a program of graduate study in business administration through the closed-circuit system. ❖ The nation's first live domestic satellite transmission is organized in Columbia by SC ETV when William F. Buckley Jr. agrees to bring *Firing Line* to public television via SC ETV.
- 1971 A color studio facility is put into operation and local instructional programs are produced in color.
- 1972 The network begins operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville.
- 1973 WSCI-FM, Charleston, is added to the educational radio network.
- 1975 WMPR-FM, Sumter, and WLTR-FM, Columbia, sign on to the South Carolina Educational Radio Network. ❖ Television stations in Sumter, WRJA-TV, and Beaufort, WJWJ-TV, begin transmitting.

...SC ETV and SECA broadcast the first simultaneous radio and television satellite transmission in history....

- 1977 November marks SC ETV's first use of satellites for continuing education, with live, weekend broadcasts of medical seminars originating in Charleston and Columbia. ❖ In addition, SC ETV and the Southern Educational Communications Association (SECA) broadcast the first simultaneous radio and television satellite transmission in history from Columbia to 15 other sites.
- 1978 SC ETV joins the Public Broadcasting Service (PBS) satellite system. ❖ WNSC-TV and WPRV-FM in Rock Hill sign on.
- 1980 WJWJ-FM in Beaufort and WRET-TV in Spartanburg begin transmitting. ❖ Radio stations in both Sumter and Rock Hill undergo call letter changes to WRJA-FM and WNSC-FM, respectively.
- 1982 SC ETV begins the phase-out of the leased-line, closed-circuit distribution system with a state-owned Instructional Television Fixed Service (ITFS) system.
- 1984 WNEH-TV, Greenwood, and WHMC-FM, Conway, sign on.
- 1986 The first phase of the ITFS system is completed, providing full (four-channel) closed-circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities. ❖ SC ETV begins a GED series for adults in cooperation with the Office of Adult Education. ❖ The State Development Board creates the Economic Development Institute, which uses SC ETV's statewide teleconference services.
- 1988 In February, SC ETV commemorates Black History Month with a technically intricate, live, satellite interconnect—participants in Columbia, Detroit, Atlanta, and Washington, D.C. join SC ETV's historic teleconference. ❖ Under Mr. Cauthen's leadership, the 18-state Satellite Educational Resources Consortium

(SERC) receives a \$5.6 million grant from the U.S. Department of Education to implement the Star Schools project for fall of 1989. Star Schools provides live, interactive instruction in advanced math, science, and foreign language via satellite. ❖ SC ETV President Henry J. Cauthen is selected by a panel of his peers to receive the first-ever "Nation's Outstanding Public Television Manager" award. ❖ SC ETV celebrates its 30th anniversary with the opening of the SC ETV museum exhibit "Images of Excellence" at the Columbia Museum of Art. ❖ Mr. Cauthen is awarded the Order of the Palmetto by South Carolina Governor Carroll A. Campbell in recognition of 30 years of leadership and service.

Governor Carroll A. Campbell singles out SC ETV as the most important media outlet during [Hurricane Hugo's] recovery period.

1989

SC ETV purchases the former State/Record building in Columbia for \$4 million. ❖ SC ETV continues to maximize the services it provides to other state agencies as well as business and industry. ❖ SC ETV/ERN provides South Carolinians with up-to-the-minute coverage prior to and following Hurricane Hugo's September 22 landfall. Staff at WJWJ-TV in Beaufort ride out the hurricane at the station, providing valuable information to the state. SC ETV staff provide assistance in the production and distribution of Governor Campbell's press announcements. The Governor singles out SC ETV as the most important media outlet during the recovery period. ❖ SC ETV ranks as the nation's busiest state teleconferencing center. ❖ SERC's demonstration year begins. In South Carolina alone, a total of 32 high schools and 224 students participate. SC ETV broadcasts 50 percent of SERC's course schedule while functioning as SERC's master origination terminal for all courses.

SC ETV ranks as the nation's busiest state teleconferencing center.

President George Bush appoints Henry J. Cauthen to the 10-member board of the Corporation for Public Broadcasting.

1990

SC ETV presents the 90-minute production entitled **The Stations of Bach**. Publicity reaches what the *Washington Post* calls "historic proportions," when the East and West German embassies agree to host a first-ever joint reception honoring the program at the National Press Club in Washington, D.C. ❖ SC ETV continues to expand the ITFS system in the state. ❖ WLJK-FM in Aiken signs on. ❖ The ETV Endowment of South Carolina acquires the Sara Lee/Pearce Young and Angel (PYA) properties, promising to be a major asset for the future expansion of SC ETV as a national production center and boost to the economic development of the state. SC ETV will purchase the property from the Endowment in 10 years for exactly \$1—a tremendous savings for taxpayers. ❖ The Children's Place, SC ETV's on-site child-care center, which serves as a production center for early childhood productions, opens. ❖ President George Bush appoints Henry J. Cauthen to the 10-member board of the Corporation for

Public Broadcasting (CPB), a national organization charged with the growth and development of public broadcasting in the United States. ❖ Mr. Cauthen is also elected as the board chairman of America's Public Television Stations (APTS), an organization providing advocacy for public television. ❖ Lt. Governor Theodore appoints Mr. Cauthen to the S.C. Public/Private Child Care Council. ❖ Mr. Cauthen is elected vice president of INPUT, an international public television organization. ❖ Mr. Cauthen is honored with the Elizabeth O'Neill Verner Award.

SC ETV demonstrates significant interagency cooperation as 28 agencies are served through the use of existing resources...personnel...equipment.

1991 SC ETV continues to produce SERC courses, including five Russian courses and two Advanced Placement Economics courses five days a week. ❖ Henry J. Cauthen works with the U.S. Senate Commerce Committee to continue funding for the USSR/US teacher exchange program administered through the U.S. Information Agency. ❖ SC ETV demonstrates significant interagency cooperation as 28 differing agencies are served through the use of existing resources or personnel and equipment—addressing topics such as youth-at-risk, teacher recruitment, economic development, and criminal justice. ❖ SC ETV receives a

\$64,000 grant from the U.S. Department of Education via the S.C. Department of Education to produce a 13-part telecourse, **On the Other Hand**. The series helps teachers, parents, and medical and child-care workers learn basic signing skills. An additional \$53,000 becomes available for nine more programs. ❖ On SC ETV's closed-circuit network, 150 higher education courses are distributed statewide for college credit. Ten courses are broadcast on SC ETV's open-circuit network to adult learners throughout the state. ❖ SC

A single teleconference, produced and transmitted statewide by SC ETV for the S.C. Department of Corrections, trains more than 1,000 law enforcement and correctional officers for approximately 39¢ cents per officer.

ETV's **Police Line** studio at the S.C. Criminal Justice Academy is launched, providing crucial interactive training. ❖ Senator Strom Thurmond commends Mr. Cauthen on the U.S. Senate floor for SC ETV's ongoing work with the black teleconference and its commitment to minority programming. ❖ A single teleconference produced and transmitted statewide by SC ETV for the S.C. Department of Corrections trains more than 1,000 law enforcement and correctional officers for approximately 39¢ per officer—a significant savings to South Carolina taxpayers. ❖ SC ETV and noted journalist Bill Moyers kick off the 1991 Public Broadcasting Service's (PBS) outreach effort concerning families and youth at-risk. ❖ SC ETV works with Moyers and the **McNeil/Lehrer Newshour**

Marian McPartland celebrates her 200th program on ERN's national Peabody Award-winning Marian McPartland's Piano Jazz.

in broadcasting an impromptu national townmeeting during the outbreak of the Persian Gulf War. ❖ WNSC-TV produces an outreach event targeted to teens, **DUI/DOA**, which defines the perils of drinking and driving. ❖ SC ETV's pro-

duction **Family Across the Sea** quickly becomes a nationally acclaimed work. The program, which reveals the history of the Gullah, or Geechee, of the South Carolina Sea Islands and the people of Sierra Leone in West Africa and their common heritage, receives numerous prestigious awards and becomes a part of the Smithsonian's permanent collection. ❖ Marian McPartland celebrates her

200th program on ERN's national Peabody Award-winning **Marian McPartland's Piano Jazz**. ❖ SC ETV programs are marketed or broadcast in Africa, the Caribbean, Scotland, Germany, England, and New Zealand. ❖ School ITFS systems and tape center buildings are completed and put into operation in

*School ITFS systems
and tape center buildings
are completed in Anderson,
Chester, Union, Lexington,
Bennettsville, and Oconee.*

Anderson, Chester, Union, Lexington, Bennettsville, and Oconee. ❖ SC Educational Radio moves into its new facility. ❖ SC ETV develops a plan to utilize new technology to expand the existing four-channel closed-circuit network to a 20-channel system serving over 350 sites with future channel and site expansion. ❖ SC ETV announces the inauguration of **World Wise Schools**—a new educational program that links children in grades 4–9 with Peace Corps volunteers overseas. ❖ Mr. Cauthen and Governor Campbell announce the free distribution of the **EXXON Energy Cube**, an educational teaching aid for high school

*Rudy Mancke,
producer/writer/naturalist,
receives the Governor's
Award for Excellence
in Science.*

and middle school science teachers—signifying a generous and cooperative step between private industry and education. SC ETV produced all nine video programs within the Cube. ❖ Mr. Cauthen is the 1991 recipient of the first annual Governor's Award in the Humanities for his work in conveying South Carolina's traditions through exceptional programming. ❖ Rudy Mancke, producer/writer/naturalist, receives the Governor's Award for Excellence in Sci-

ence. June Licata, vice president of regional stations and community relations, is awarded the 1991 Victory Award for South Carolina. ❖ William D. Hay, vice president of SC Educational Radio, is honored by the S.C. Commission for the the Blind. The Commission names its new broadcast studios the William D. Hay Broadcast Facility. Mr. Hay was instrumental in starting SC Educational Radio for the Blind, a reading service transmitting the printed word to blind individuals statewide via special receivers. ❖ Mr. Cauthen serves on the Task Force on Implementation, created to advise the National Council on Education Standards and Testing. ❖ Mr. Cauthen testifies before the U.S. Senate Education, Humanities, and Art subcommittees, as well as the joint Economic Committee.

*In a year of serious budget cutbacks, SC ETV works
cooperatively with 23 state agencies to produce essential,
yet cost-effective, training opportunities.*

1992

SC ETV produces a historic event, **Project Discovery**. Through innovative use of the electronic, interactive classroom, students throughout South Carolina experience, first-hand, what it's like to communicate with modern-day explorers. K–12 students participate in a live, interactive teleconference with the exploration crew that discovered the sunken *SS Central America*. ❖ SC ETV begins taping approximately 58 hours of oral history from Holocaust survivors and

liberators for a middle school telecourse. Interviews will be included in the national Holocaust museum. ❖ In a year of serious budget cutbacks, SC ETV works cooperatively with 23 state agencies to produce essential, yet cost-effective, training opportunities. During the fiscal year, SC ETV delivers 1,180 teleconferences, 622 video conferences, and 558 audioconference events. ❖ Through SC ETV facilities, the S.C. Department of Corrections increases the number of officers trained from 4,000 the previous year to 12,000 this fiscal year. ❖ The total value of SC ETV's teleconference service to the state is \$12,791,996. ❖ SC ETV

The total value of SC ETV's teleconference service to the state [for 1992] is \$12,791,996.

provides state government with telecommunications tools and programs inexpensively—such as the premier videoconference of the State Ethics Commission, which reaches 900 state employees in 24 viewing locations. ❖ SC ETV is selected as one of 10 national sites for the Texaco Teacher Training Institute—135 teachers meet in Columbia with 14 South Carolina “master teachers.” The two-day event helps science teachers use interactive technology, including instructional television and computers in the classroom. ❖ SC ETV is at the forefront of South Carolina's six-month experiment to allow television and still cameras in Richland County courtrooms. The experiment brings South Carolina up to date with 44 other states that already allow cameras in the courtroom. Participating lawyers comment that the experiment is one of the most valuable educational experiences since law school. ❖ The ITFS system is installed in York, Walterboro, and Charleston. ❖ SC ETV maximizes the use of interactive technologies by utilizing the existing tape and delay centers for live, interactive instruction at the local level. Named “short-distance learning,” this pioneering effort allows schools, in cooperation with SC ETV, to develop and transmit live, interactive lessons in critical subject areas within each district at no extra cost to the state. ❖ 35 new early childhood development programs originate from The Children's Place.

SC ETV maximizes the use of interactive technologies by utilizing the existing tape and delay centers for live, interactive instruction at the local level.

The Early Childhood Professional Development Network, a national initiative undertaken by SC ETV, is launched....ECPDN delivers live, interactive training seminars... to Head Start teachers in isolated, rural areas....

The programs are produced in collaboration with the National Association for the Education of Young Children (NAEYC), the Council for Early Childhood Professional Recognition, and the Clemson Extension Service. Over 11,000 tapes are distributed. Tapes distributed in South Carolina are provided at no cost. ❖ The Early Childhood Professional Development Network (ECPDN), a national initiative undertaken by SC ETV, is launched.

Funded by the U.S. Department of Health and Human Services, Administration of Children and Families, and Office of Head Start, ECPDN delivers live, interactive training seminars via satellite to Head Start teachers who are in isolated, rural areas in 12 states and who serve Native American, migrant worker, and Alaskan villagers' children. Based on the successful Star Schools model, seminars provide 117 hours of essential training material needed for the Child Development Associate (CDA) credential required for Head Start teachers. The grant

award for the ECPDN project is \$3.2 million over a period of two years for the demonstration project. The grant will eventually total a minimum of \$5.6 million and could reach as high as \$7.7 million if full funding is provided in the third year. ❖ SC ETV, in a joint effort with the *State* newspaper and local television stations, provides a series of live forums entitled **We the People**, where elected officials, community leaders, and citizens openly discuss the pros and cons of a cabinet form of government for South Carolina.

The National Black Family Summit... is uplinked nationwide and also goes to the nation's 106 historic black colleges.

❖ **The National Black Family Summit**, produced in conjunction with the University of South Carolina School of Social Work, discusses issues confronting the African-American family. The program is uplinked nationwide and also goes to the nation's 106 historic black colleges. ❖ **The National Black History Teleconference** enters its fifth year. ❖ SC ETV continues to provide timely

interviews with state legislators. ❖ SC Educational Radio premieres **What's on Your Mind?** with Dr. Linda Austin, associate professor of psychiatry at MUSC and director of the Project for Public Education in Mental Health. ❖ CPB designates SC ETV as the site for congressional delegation visits. SC ETV hosts congressional staffers from the offices of Sen. Jeff Bingaman (New Mexico), Rep. Clause Harris (Alabama), Rep. Carl Pursell (Michigan), and the presidential-appointed board of CPB. SC ETV also hosts visits by representatives of 25 countries. ❖ *Governing* magazine features Henry J. Cauthen as one of 10 government success stories. ❖ Mr. Cauthen is re-elected to a second term as vice president of INPUT, and continues to serve on the board of CPB and as chairman of the board of APTS. He also is a member of the INDO-US Subcommittee on Education and Culture.

SC ETV hosts visits by representatives of 25 countries.

[ECPDN training] is the most intensive training ever delivered to Head Start and the first time that staff has trained as a classroom teaching team.

FY
1992-93

The Early Childhood Professional Development Network (ECPDN) continues to deliver live, interactive seminars by satellite to Head Start teaching teams in remote and isolated areas, such as Alaskan villages, migrant communities, Indian reservations, and other hard-to-reach areas of the United States and its territories. Training is designed to provide 120 hours of interactive educational experiences over three semesters. It is the most intensive training ever delivered to Head Start, and the first time that staff has trained as a classroom teaching team. Two-hour live seminars are delivered by satellite each week, supplemented by a weekly one-hour audio bridge discussion session. ECPDN staff designs, produces, and delivers 117 hours of live, interactive seminars and conducts a total of 1,554 discussion sessions across six time zones. ECPDN enrolls 714 Head Start staff in 26 states and the Virgin Islands; identifies and equips 94 viewing sites; and trains 95 facilitators and 50 discussion leaders. Participation rates are high—327 enroll in Phase I, 387 participants enroll in Phase II. ECPDN proves that distance education provides affordable and equal opportunities to educational access. In return for the resources invested to demonstrate the use of ECPDN, SC ETV has received \$412,000 in much-needed state-

of-the-art equipment. ❖ SC ETV makes great strides in effective utilization of the short-distance learning project. The project enables students, staff, and administrators at both urban and rural schools to receive instruction. School districts served by SC ETV's tape and delay centers can and do produce and broadcast live, interactive courses and programs designed to meet specific needs. More than 50 percent of South Carolina's school districts are served by the existing 21 SC ETV tape and delay centers located throughout the state. Short-distance learning enables rural school districts to provide students and staff with equitable opportunities that have been unavailable or not affordable. Students and staff now interact with a televised instructor. Questions and/or responses called in to the instructor are heard at all participating sites.

ECPDN proves that distance education provides affordable and equal opportunities to educational access.

Short-distance learning creates substantial savings for taxpayers. With the advent of high-quality, and relatively inexpensive consumer-grade television production equipment, an SC ETV tape and delay center can be adequately equipped with a small studio for...\$6,500.

Sampling of programs produced by these centers include Algebra I, English I, pre-Spanish, fine arts appreciation, western civilization, computer skills, study skills, school bus driver safety training, technology in the classroom, blood-borne pathogens training, students meet their congressman, student DUI awareness, public service announcements, and more. Short-distance learning creates substantial savings for taxpayers. With the advent of high-quality, and relatively inexpensive, consumer-grade television production equipment, an SC ETV tape and delay center can be adequately equipped with a small studio for as little as \$6,500. In many cases, where multiple districts are served by the same center, the individual district's cost-savings is even greater when shared by other districts. Local schools and districts participate in a matching program to acquire television reception equipment. This program has provided over 350 television receivers, 150 videocassette recorders, and 50 television stands. SC ETV provides 50 percent of the equipment and the school/school district provides the remaining 50 percent. In addition, the U.S. Department of Education's Star School's program is funded and consequently provides a satellite downlink system at 13 rural and disadvantaged schools throughout the state. These schools, for the first time, have access to all

SC ETV is the only agency in South Carolina that produces and delivers live, interactive courses on a national scale.

programs offered through the SERC program. ❖ SC ETV produces and delivers 900 programs in Russian I and II and advanced placement macro- and micro-economics to students in schools throughout the SERC network. Without these classes, many students would not have access to language courses of this nature or to advanced placement classes. SC ETV is the only agency in South Carolina that produces and delivers live, interactive courses on a national scale. More

high school students in the United States receive instruction in the Russian language from SC ETV than in all other Russian language programs at the high school level in the rest of the country combined. SC ETV envisions South Carolina's business and industry as major participants in the emerging global market, and develops **Speed Russian**, a Russian language course designed for American businesspeople. Field-tested over a three-week period in October, the

SC ETV envisions South Carolina's business and industry as major participants in the emerging global market, and develops... a Russian language course designed for American businesspeople.

satellite-delivered, live, interactive instruction is received at downlink sites in four states. A 12-week course is taught from January to March of 1993. **Speed Russian** is the only course of this type offered in the United States. Mr. Cauthen works closely with sponsors in the U.S. Senate on the Freedom Support Act—legislation that funds United States/Russian educational exchange programs. SC ETV begins work on **Speed German** and **Speed Spanish** courses. ♦ SC ETV continues to offer technology and services to support cost-effective delivery of adult education. SC ETV provides

exceptional opportunities for lifelong learning to a wide range of groups, including prisoners, law enforcement officers, medical professionals, teachers, lawyers, and the business community. SC ETV assists other state agencies in the development and production of 1,610 interactive teleconferences and 66 video programs to cost-effectively train employees and promote service to the community. A sampling of these teleconferences include the **Black History Teleconference**; training conferences for teams working with missing and abused children; and the first-ever training teleconferences for State Highway Department employees. ♦ SC ETV enters state-of-the-art medical telecommunications when it sets up a two-way video link between the Medical University of South Carolina and Richland Memorial Hospital in Columbia. The link assists in the diagnosis of pediatric cardiology patients. ♦ SC ETV provides 5,459 dubs. In the area of higher education, 140 college-credit courses are transmitted via SC ETV. Courses include those needed for master's degrees in business administration and engineering, as well as courses in nursing, education, agriculture, library science, and physics. ♦ SC ETV produces a documentary for the State Development Board promoting international trade opportunities for the people of South Carolina. ♦ SC ETV's cost savings to state agencies for scripted services is \$621,394. Interactive teleconferencing services save the state \$10.2 million. ♦ SC ETV provides state government with the telecommunications tools and programs that would be prohibitively expensive if they had to be purchased from

SC ETV provides exceptional opportunities for lifelong learning to a wide range of groups, including prisoners, law enforcement officers, medical professionals, teachers, lawyers, and the business community.

SC ETV provides state government with the telecommunications tools and programs that would be prohibitively expensive if they had to be purchased from commercial vendors.

commercial vendors. ❖ SC ETV adds a new telecommunications service called “Telemedicine”—which vastly improves medical service in South Carolina by providing a special 24-hour-per-day circuit access linking the Medical University of South Carolina and Richland Memorial Hospital for medical imaging, remote diagnosis, and two-way videoconferencing for pediatric cardiology emergencies. ❖ SC ETV completes the design and plan for the new technical facilities building. This new state-of-the-art technical facility will greatly increase SC ETV’s ability to provide expanded education services to schools, higher education institutions, state agencies, and related organizations within the state. ❖ Installation of uplink equipment for the digital satellite system—the first in the nation—nears completion. This digital system promises to be a vital service for research and industrial development, as well as provide increased distribution of educational courses to higher education institutions and state agencies. ❖ The technical facilities building project, as well as the digital satellite project, are being implemented within the available budget. ❖ SC ETV creates a separate Business Channel geared exclusively to the needs and interests of the business community. Programming of the Business Channel is in progress, and the potential promises statewide economic impact. ❖ SC ETV’s local programming responds to a variety of issues, including education reform, concerns over physical and mental health, and election coverage. SC ETV provides the only statewide debate in the race for U.S. Senate in **Candidates Forum**, and airs election night returns. Victim’s rights are addressed in **The Road to Victim’s Justice** and **A Victim’s Rights Forum**, hosted by Alex Sanders. ❖ The Central Correctional Institution (CCI) is the subject of a highly watched documentary. ❖ Concerns specific to the African-American community are addressed through the sixth annual **Black History Teleconference**, **The National Black Family Summit**, **The State of Black South Carolina**; **The Tragedy at Orangeburg**, **For the People**, and **Jobman Caravan**. ❖ The state’s multicultural heritage found voice in **Celebration of the South Carolina Musical Heritage**, **The Jenkins’ Orphanage Band**, **Spoleto Festival**, **The International Glasnost Ballet**, **The Governor’s School 1992**, and others. ❖ SC ETV continues support of the **Cameras in the Courtroom** experiment under the direction of the S.C. Supreme Court. ❖ SC ETV provides high-quality programming to the national PBS system. Programs include **Wattenberg: Trends in the Nineties**; **The First Universal Nation**; **Decorating with Mary Gilliatt**, PBS’ first interior design series; **Learning Matters**, featuring success stories and new approaches to teaching and learning; **America’s Political Parties: Power and Principle**, hosted by David Gergen and Ben Wattenberg; **World of Film**; **Stretching for Life**; **Liberating America’s Schools**; **Marcel Proust: A Writer’s**

[The] digital [satellite] system promises to be a vital service for research and industrial development as well as provide increased distribution of educational courses to higher education institutions and state agencies.

SC ETV provides the only statewide debate in the race for U.S. Senate.

SC ETV provides high-quality programming to the national PBS system.

Life; George Marshall and the American Century; and American Heroes: The Future Belongs to the Educated. ❖ In addition, an exquisite five-part series entitled **The Renaissance** is developed by SC ETV into a college-credit tele-course which is being marketed nationally. ❖ SC ETV continues to be involved in the consortiums for **American Playhouse** and **Great Performances.** ❖ SC ETV staff members make a difference—at work and in their communities. Listervelt Middleton, producer and host of **For the People**, is inducted into the South Carolina Black Hall of Fame. ❖ Linda DuRant, executive producer for instructional technology, is awarded the Career Achievement Award by her alma mater, Columbia College. ❖ Mike Brannen, station manager of WJWJ in Beaufort, is presented with Beaufort's first Martin Luther King Humanitarian Award for Media. ❖ Rudy Mancke receives the Order of the Palmetto from Governor Carroll Campbell. Mr. Mancke also receives South Carolina's first Environmental Awareness Award. ❖ Domino Boulware, one of SC ETV's award-winning videographers, is honored as his name is added to the Columbia Housing Authority's Wall of Fame. ❖ SC Educational Radio staff receives numerous awards for outstanding programs, including **Columbia Organic Chemical; Battered Women Syndrome; Global Marketing of S.C. Businesses; Pearl Harbor Remembered; and Freedom of Choice.**

*SC ETV staff members
make a difference—at work
and in their communities.
Listervelt Middleton...
Linda DuRant...
Mike Brannen...
Rudy Mancke...
Domino Boulware....*

Services, 1992–93

Instructional Television (ITV)

The S.C. Department of Education's Office of Instructional Technology Development (OITD) is charged with the development, acquisition, scheduling, and utilization of television and radio resources to be used in South Carolina's public schools. SC ETV and SC Educational Radio are responsible for the production and delivery of effective instructional video and audio resources used to expand the curriculum experiences of students in grades K–12 throughout the state.

According to the latest utilization data available, over 98 percent of the students in South Carolina's 1,108 public schools have access to either open- or closed-circuit instructional television resources via SC ETV's 11 broadcast channels and closed-circuit (ITFS) system. Currently, 347 classroom resources are available for grades K–12. This represents 295 in-school television resources (275 series and 20 single program titles) and 52 in-school audio resources. Locally produced series, such as **Statewide Economics, Psychology 101,** and **Criminal Justice 101,** provide high school students the opportunity to receive high school and/or college credits. **Project Discovery** airs monthly, and is a live, interactive series that provides field-trip-like experiences on a variety of subjects to a statewide audience.

Five utilization consultants work on the regional level with school administrators, media specialists, and teachers to better facilitate the use of instructional resources in the classroom. They also assist with workshops, teacher in-services, and PTO presentations.

As an additional service, OITD provides lesson guides and a variety of other publications printed by SC ETV—all of which are designed to assist the teacher in effectively using ITV resources as valuable teaching tools with which to enhance the curriculum. OITD is beginning the repurposing of SC ETV-produced video into multimedia resources for school use. Via Learning Link, a PBS on-line service, SC ETV provides teachers with a searchable database of instructional video resources.

Staff Development Education for Teachers

SC ETV's open-circuit channel is reserved each day from 3:00–4:00 p.m. for the delivery of staff development programming, with additional resources broadcast on SC Educational Radio. In addition, teleconferences, professional development workshops, and sensitive curriculum updates are offered using the ITFS closed-circuit delivery system. Teleconferencing facilities using the toll-free lines and the audio bridge provide an efficient, cost-effective method of delivering professional training to educators statewide. A major emphasis is recertification. Currently, four series specific to the needs of South Carolina teachers are offered, and a fifth (**Teaching of Geography**) is in production. These programs are in addition to those offered by Higher Education. More than 900 teachers receive renewal credits via television in 1992–93.

Higher Education

For 1992–93, SC ETV broadcasts 131 college-credit courses to a total of 5,629 students via open- and closed-circuit television in a cooperative educational effort with the University of South Carolina, Clemson University, and the Medical University of South Carolina.

Programming on the closed-circuit network includes two master's degree programs—one in business administration (MBA) and the other in engineering education (APOGEE)—and selected courses in mathematics education, library science, nursing, pharmacy, clinical dentistry, nutrition, English, computer science, and social welfare.

Medical Education

SC ETV works closely with the Medical University of South Carolina, the Department of Health and Environmental Control, and other health-related agencies to deliver a wide variety of medically oriented programming. More than 1,715 hours of programming, including satellite downlinks, are distributed over the SC ETV closed-circuit network to 33,028 medical viewers. Eighty-seven hospitals, mental health offices, area health education centers, DHEC sites, and technical schools are connected to SC ETV's closed circuit, composing the largest state medical network in America.

Adult Literacy

GED on SC ETV helps prepare adult learners for the GED exam. These literacy programs are broadcast into students' homes and are used in literacy classes in adult learning centers statewide. Additionally, a pre-GED math series, **Math Basics**, begins to air in June to prepare students for the GED lessons.

Early Childhood Education

SC ETV is committed to providing high-quality training to early childhood professionals with four distinct components: the Early Childhood National Programming Department, The Children's Place at SC ETV, the Early Childhood Professional Development Network (ECPDN), and the Early Childhood Media Training Project.

Early Childhood National Programming

The Early Childhood National Programming Department works in partnership with the National Association for the Education of Young Children (NAEYC) and other organizations to produce programs on the care and education of children. These programs are distributed internationally via broadcast and videotape.

A national panel composed of media and early childhood specialists provides a diverse range of opinions and expertise for departmental project review. These specialists serve in an advisory capacity in concept development, scripting, location resources, and program evaluation.

During 1993, SC ETV is part of the national group working with PBS in preparation of the pilot Ready-to-Learn Service. This service will provide educational programming and community outreach for children, parents, and educators.

Early Childhood National Programming continues production collaboration with NAEYC and the Council for Early Childhood Professional Recognition. In addition, the department extends its collaborative efforts to include the S.C. Department of Education and the Children's Defense Fund. SC ETV expands its video production and distributes more than 14,000 videotapes.

The Children's Place at SC ETV

The Children's Place at SC ETV continues to serve as a model child-care facility and production center for state, national, and international visitors. The center is accredited by the National Academy of Early Childhood Programs, the only national accreditation system for all types of early childhood programs.

Early Childhood Professional Development Network (ECPDN)

The Early Childhood Professional Development Network (ECPDN) is a federally funded multimillion-dollar project that provides live, interactive training, via satellite, to Head Start teaching teams in 26 states and the Virgin Islands. ECPDN staff designs, produces, and delivers 117 hours of live, interactive seminars and conducts a total of 1,554 discussion sessions across six time zones. In addition, the staff identifies and equips 94 viewing sites, and trains 95 facilitators and 50 discussion leaders. ECPDN proves that distance education provides affordable and equal opportunities to educational access.

Early Childhood Media Training Project

The Early Childhood Media Training Project educates early childhood professionals all across South Carolina via videotape. SC ETV serves 500 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. In addition, the S.C. State Library makes the training tapes available throughout

the state free of charge. Given increased training requirements, in-state distribution of early childhood videotapes has been expanded in conjunction with the S.C. Health and Human Services Finance Commission and other organizations. No additional funds have been allocated to purchase and distribute equipment.

Law Enforcement In-Service Training

Crime to Court, a monthly closed-circuit series produced by SC ETV and the S.C. Criminal Justice Academy, keeps approximately 8,000 South Carolina law enforcement personnel, judges, and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duties.

Working with SC ETV, the S.C. Criminal Justice Academy's teleconference studio produces 102 videoconferences dealing with topics ranging from drugs to domestic violence.

More than 3,143 correctional officers are trained by the S.C. Department of Corrections during the 1992-93 fiscal year.

South Carolina Satellite Educational Resources Consortium (SERC) Project

For 1992-93, SC ETV, in partnership with the S.C. Department of Education, produces four high-school-level courses: Russian I, Russian II, advanced placement microeconomics, and advanced placement macroeconomics. The Satellite Educational Resources Consortium (SERC) offers these live, interactive for-credit courses to students in the rural schools of South Carolina and across the nation.

During the past academic year in South Carolina, 16 students are enrolled in Russian I and 36 students are enrolled in Russian II. Fifteen students are enrolled in the advanced placement microeconomics course, and eight students are enrolled in the advanced placement macroeconomics course.

Business, Industry, and State Agency Media Projects

SC ETV makes major contributions to the continued prosperity and industrial development of the state through the production of a major new industrial recruitment film (35mm) for the State Development Board, a series of seven economic development videos for the Piedmont region, a new economic development video for Cherokee County; and by its support of the annual rural economic development conference and existing Industry Appreciation Week.

Another notable accomplishment is the completion of a major production for FEMA (Federal Emergency Management Agency), through the S.C. Budget and Control Board in cooperation with the City of Georgetown, promoting the use of sprinkler systems in manufactured homes.

Other important efforts include training in the area of elder abuse; promotion of the statewide Check-off program for wildlife, the Children's Trust Fund, and programs for the elderly; and the ongoing work with the S.C. Criminal Justice Academy through the monthly **Crime to Court** series and new initiatives focusing on child abuse and neglect, which will continue into 1993-94.

Teleconferencing

During the 1992–93 fiscal year, state government experiences a series of organizational changes resulting from restructuring initiatives enacted by the legislature. Major agencies such as DSS, the Department of Transportation, and the Department of Public Safety use SC ETV's teleconferencing resources to brief thousands of employees statewide on the impact of restructuring on their jobs. Enaction of the Americans with Disabilities Act brings the Governor's Office of Developmental Disabilities to SC ETV for the production of a major teleconference, significant because it is the first statewide electronic meeting to employ closed-captioning technology to allow full participation by the hearing impaired. The S.C. Criminal Justice Academy and the U.S. Department of Justice come to SC ETV early in the fiscal year to test the effectiveness of teleconferencing for training professionals who work with missing and abused children. The success of their statewide teleconference leads to the production of a national satellite event, telecast from SC ETV's satellite teleport in Columbia to 13 cities across America. Top staff of the S.C. Department of Agriculture meet in Washington for the nation's first teleconference on commodities and the national agricultural forecast. Finally, interagency cooperation results in a statewide teleconference on Alzheimer's disease, produced by SC ETV for the USC School of Medicine, the Medical University of South Carolina, the Governor's Office, and the S.C. Commission on Aging.

Legal Continuing Education

SC ETV has provided telecommunications facilities in support of legal continuing education for more than 15 years. In 1992–93, 4,336 legal professionals utilize SC ETV's satellite, ITFS, and audioconference technologies to avoid travel while participating in continuing education teleconferences close to where they live and work in South Carolina.

Regional Production Facilities

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV, Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; and WRJA-TV, Sumter.

In addition to extending all aspects of SC ETV's services to area residents, these regional centers produce and distribute programming that meets the exact needs of their area schools, communities, and educational institutions.

These regional SC ETV facilities create valuable non-broadcast programs, ranging from in-service training tapes to industrial recruitment tapes. In addition, the regional facilities contribute to statewide programming.

SC Educational Radio

SC Educational Radio (SC ERN) each day provides 19 hours of early morning, afternoon, and evening broadcasts that bring informational, educational, and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m. weekdays. The eight radio stations of the SC Educational Radio Network are: WSCI-FM 89.3/Charleston, WEPR-FM 90.1/Greenville-Spartanburg, WLTR-FM 91.3/Columbia, WNSC-FM 88.9/Rock Hill, WRJA-FM 88.1/Sumter, WJWJ-FM 89.9/Beaufort, WHMC-FM 90.1/Conway-Myrtle Beach, and WLJK 89.1/Aiken.

SC Educational Radio for the Blind

SC Educational Radio broadcasts reading materials for 18 hours daily to over 3,300 blind South Carolinians through a special frequency. Readings of newspapers, magazines, and books are joined by programs on employment information, consumer tips, self-defense, and home-study courses.

Summary of Services Provided by SC ETV, 1992–93

1. Public Schools with Access to SC ETV	
Individual Students (estimate)	617,000
Course Enrollment (estimate)	3,300,000
Schools Served	1,080
2. Early Childhood Education	
Facilities	500
Staff Served	2,800
Children Served	22,300
3. Higher Education	
Credit Courses	168
Total Student Enrollment	10,352
4. S.C. SERC Project	
Russian I: National Enrollment	
Section One, Number of Students Enrolled	291
Section Two, Number of Students Enrolled	231
Section Three, Number of Students Enrolled	139
Russian II: National Enrollment	
Section One, Number of Students Enrolled	184
Section Two, Number of Students Enrolled	97
Advanced Placement Macroeconomics: National Enrollment	
Section One, Number of Students Enrolled	264
Section Two, Number of Students Enrolled	13
Advanced Placement Microeconomics: National Enrollment	
Section One, Number of Students Enrolled	230
Section Two, Number of Students Enrolled	22
5. Staff Development	
Programs	938
Teacher Enrollment	903
6. Medical Education	
Medical Personnel Served	33,028
Hospitals Served	52
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	3

7. Law Enforcement Training		
Total Monthly Course Enrollment of Officers, Judges, and Magistrates		8,000
8. Legal Continuing Education		
Teleconferences		19
Attorneys Served		4,336
9. Business/Industry and State Agency Media Projects		
Programs and Projects (including Crime to Court)		76
10. State Government Audio and Video Teleconferences		
Audioconferences		725
Videoconferences		882
11. Network-Produced Programs		
ITV (includes distance education)		1,291
ITV Staff Development (TV and Radio)		40
Minority		36
Public Affairs		125
Nature and Science		18
Arts and Culture		10
12. Radio (including Radio Services to the Blind)		
Broadcast Hours		6,188
Broadcast Hours (Services to Blind)		6,570
Total Radio Broadcast Hours		12,758
Locally Produced Programs		3,188
Locally Produced Programs (Services to Blind)		4,342
Total Radio Programs Produced		7,530
13. Regional Stations Locally Produced Programs		
Beaufort		154.5
Rock Hill		140
Spartanburg		241
Sumter		144
Total		679.5
14. Multichannel Programming for a Typical Day		

Programming Type	Hours/Day	Percent of Broadcast Day
Public School	40.5	36.8%
Teacher Staff Development	2.9	2.6%
Professional Education	18.6	16.9%
College Credit	23.7	21.5%
General Education	7.9	7.2%
Children	7.9	7.2%
Evening Programs	8.5	7.7%
Total	110	100.0%

Total Number of Programs: 205

Programs Transmitted Through Broadcast Stations, ITFS Network, and Satellites	
Programs	46,217
Hours	24,818
15. National Programming and Development	
Grants Obtained	\$6,132,535
16. Print Shop	
Jobs	535
Copies	2,100,672
17. School Reception Equipment	
Television Receivers Purchased by SC ETV	298
Television Receivers Purchased by Schools	1,421
18. School Building Distribution Systems	
Additional Outlets* During 1992-93	683

*This was done on a matching basis: SC ETV furnished the equipment, schools paid the labor (private contractor), or purchased TV sets, etc.

Summary of SC ETV Media Production and Teleconferencing Services to Agencies, 1992-93

Business, Industry, and State Agency Media Projects

SC ETV assists state agencies with their internal training and media needs, and helps enhance the business climate of our state. In 1992-93, SC ETV's Division of Continuing Education produces 66 media projects ranging from public service announcements to documentaries. The largest project remains the monthly training program for law enforcement officers and magistrates, **Crime to Court**. This series continues to be produced for the S.C. Criminal Justice Academy. In addition, SC ETV produces a major industrial recruitment video for the State Development Board. In conjunction with these projects, 5,619 dubs are created for distribution. Thirty-one different organizations and agencies are served.

State Government Audio and Video Teleconferences

During FY 1992-93, SC ETV coordinates 1,607 video- and audioconferences for state government. A total of 22,474 hours of audioconferencing time is allocated to state agencies on the SC ETV telephone bridge.

**Media Production and Teleconferencing Services—
Costs and Benefits**

Direct Costs	\$288,548	Travel Savings	\$ 3,972,938
Billed to Agencies	288,548	Prod. Savings	3,178,350
Net SC ETV Out-of-Pocket Costs	0		
		Est. Cost of Services at Commercial Rates	5,951,257
		Total Value to State	\$13,102,545
SC ETV In-Kind Resources*	\$896,620		
Total Cost to SC ETV	\$896,620		

Net Savings to State: \$11,981,185

*These resources represent the capacity already in place for accomplishing SC ETV's mission (cameras, studios, video recorders, staff, etc.).

Media Production Projects

<u>Agency/Organization</u>	<u>Project Type and No. of Projects</u>	<u>Cost to Agency</u>	<u>SC ETV Cost</u>	<u>Total Cost</u>
Commission on Aging	Training (1)	\$56	\$484	\$540
	PSA (1)	\$329	\$974	\$1,303
Department of Agriculture	Economic Dev. (1)	\$3,500	\$18,969	\$22,469
Commission on Alcohol and Drug Abuse	Promo (1)	\$5,000	\$26,667	\$31,667
Institute of Archaeology	Training (1)	\$612	\$5,508	\$6,120
Budget and Control Board	Training (1)	\$7,141	\$42,053	\$49,194
Business Hall	Doc. (1)	\$913	\$4,176	\$5,089
Cherokee County	Economic Dev. (1)	\$3,463	\$23,775	\$27,238
Children's Trust	PSA (1)	\$329	\$974	\$1,303
College Council	Promo (1)	\$1,361	\$8,047	\$9,408
Department of Corrections	Dub (6)	\$92*		
Criminal Justice Academy	Training (12)	\$119,866	\$187,920	\$307,786
	Dub (4,296)	Inc.*	Inc.	Inc.
	PSA/Post. (5)	\$11,512		\$11,512
	Training (5)	\$4,080	\$42,176	\$46,256
Development Board	Econ. Dev., film (1)	\$81,330	\$77,457	\$158,787
	Economic Dev. (5)	\$1,202	\$4,043	\$5,245
	PSA (3)	\$2,274	\$10,363	\$12,637
	Dub (27)	\$235*		
Department of Education	Dub (23)	\$183*		
City of Georgetown	Dub (300)	\$1,781*		
Governor's Mansion Committee	Promo (1)	\$574	\$10,689	\$11,263

Agency/Organization	Project Type and No. of Projects	Cost to Agency	SC ETV Cost	Total Cost
Governor's School for the Arts	Promo (1)	\$14,000	\$57,000	\$70,000
Department of Health and Environmental Control	Dub (22)	\$276		
	PSA (1)	\$561	\$2,191	\$2,752
	PSA (4)	\$436	\$3,755	\$4,191
	Slide Trans. (1)	\$77	\$829	\$906
Human Resource Mgmt.	Dub (2)	\$65*		
Labor Department	PSA (1)	\$1,177	\$6,534	\$7,711
Long-Term Care Council	Training (1)	\$3,247	\$19,605	\$22,852
Palmetto Legal Services	Training (2)	\$1,760	\$3,770	\$5,530
Piedmont Municipal Power Agency	Economic Dev. (7)	\$8,590	\$43,101	\$51,691
	Dub (4)	\$65*		
SCHA	Dub (520)	\$3,687*		
Department of Social Services	Training (2)	\$633	\$3,215	\$3,848
Tuition Grants	Dub (6)	\$81*		
University of South Carolina	Training (1)	\$7,000	\$14,915	\$21,915
Vocational Rehabilitation	PSA (1)	\$623	\$1,887	\$2,510
Water Resources	Promo (1)	\$62	\$343	\$405
Wildlife Commission	PSA (1)	\$328	\$974	\$1,302
Wofford College	Dub (1)	\$47*		

*This figure is the amount that SC ETV billed the agency for videotape duplication services, and represents both the out-of-pocket and in-kind costs to SC ETV.

Total No. of Projects	Billed to Agency	SC ETV In-Kind	Total
66	\$288,548	\$621,394	\$909,942

Dubs	5,207
+ 412 done as part of projects	
Total Dubs	5,619

Teleconferencing

UL: SC ETV teleconference uplinked nationwide via satellite

DL: Satellite downlink fed to SC ETV projection theatre

ORIG: Teleconference originated statewide from SC ETV studio

DLPT: Satellite downlink "passed through" to another city (or cities) on ITFS

VPT: Video originated at another agency's studio "passed through" on ITFS to sites statewide

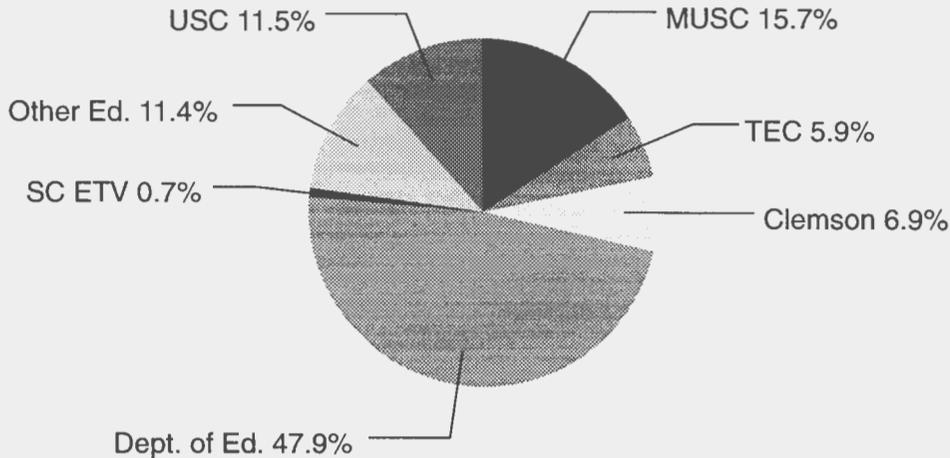
Agency	Project No. and Type	SC ETV In-Kind
Commission on Aging	1 DL	\$338
Department of Agriculture	3 DL	\$1,013
Arts Commission	1 UL	\$938
	1 DL	\$338
Clemson University	3 DLPT	\$743
	39 VPT	\$6,900
Department of Consumer Affairs	1 ORIG	\$1,120
Department of Corrections	6 ORIG	\$6,860
	2 DL	\$405
Criminal Justice Academy	6 DL	\$1,890
	1 DLPT	\$330
	94 ORIG	\$67,200
Department of Education	4 ORIG	\$2,520
	152 DL	\$21,668
	36 DLPT	\$9,776
	1 UL	\$375
SC ETV	3 ORIG	\$1,260
	11 DL	\$3,713
	38 UL	\$22,313
	1 VPT	\$173
Election Commission	8 ORIG	\$7,280
Employment Security Commission	1 DL	\$270
Fire Marshal	4 DLPT	\$2,475
Governor's Office	1 DL	\$473
Department of Health and Environmental Control	9 DL	\$5,400
	4 DLPT	\$1,815
Department of Highways and Public Transportation	10 ORIG	\$6,720
	1 DL	\$338
Human Affairs Commission	2 DL	\$945
	2 DLPT	\$660
Land Resources Commission	2 DL	\$911
Medical University of South Carolina	3 UL	\$2,812
	2 ORIG	\$1,260
	42 DLPT	\$13,489
	176 VPT	\$38,870
Department of Mental Health	3 UL	\$1,400
Department of Parks, Recreation, and Tourism	1 DLPT	\$413
Department of Probation, Parole, and Pardon Services	2 DL	\$540
	1 DLPT	\$330
Department of Social Services	1 ORIG	\$980

Agency	Project No. and Type	SC ETV In-Kind
Supreme Court	17 VPT	\$14,663
Tax Commission	1 ORIG 3 DL	\$560 \$1,553
Board for Technical and Comprehensive Education	1 ORIG 1 DL 20 DLPT	\$420 \$608 \$8,745
University of South Carolina	4 DLPT 26 VPT	\$1,485 \$6,498
Vocational Rehabilitation Department	1 DL	\$540
Wil Lou Gray	2 ORIG	\$4,200
Total In-Kind Teleconference Resources		\$276,526
In-Kind Audio Bridge Resources Used by Agencies		\$224,740
Audioconferences (22,474 line/hours)		
In-Kind Total		\$501,266

Budget Expenditures, 1992–93

Internal Administration and Support Service	
Personal Service	\$ 1,905,542
Other Operating Expenses	2,617,997
Educational Assessment and Program Development	
Personal Service	1,001,493
Other Operating Expenses	1,958,266
Television, Radio, and Other Production	
Personal Service	4,828,895
Other Operating Expenses	3,028,161
Transmission and Reception	
Personal Service	2,125,023
Other Operating Expenses	3,971,562
Employment Benefits	
Total Fringe Benefits	2,412,200
Other	
Capital Projects	1,306,472
Principal and Interest—IPP Note	1,032,888
Total SC ETV Expenditures	\$26,188,499

Total Funding for Education in South Carolina



South Carolina ETV

Mission Statement: To provide a statewide educational radio and television 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.

Statutory Authority: Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976 Code of Laws and applicable regulations and provisions

	1992-93 Actual Funds	FY 1993-94		FY 1994-95	
		Total Funds	General Funds	Total Funds	General Funds
Program—Internal Administration					
Personal Service	1,905,542	2,123,407	1,519,401	2,123,407	1,519,401
FTE Positions	(62.05)	(62.05)	(50.05)	(62.05)	(50.05)
Other Operating Expenses	2,617,997	2,707,166	764,420		739,420
Internal Administration Totals	4,523,539	4,830,573	2,283,821	2,258,821	2,258,821

Performance Measures

Workload Indicators (FY 1992-93):

- ❖ 375 average number of employees
- ❖ 70 vehicles in SC ETV fleet
- ❖ 193,000 square feet of office, storage, and studio space to maintain and provide security
- ❖ \$26.2 million total agency expenditures

	1992-93 Actual Funds	FY 1993-94 Total General Funds		FY 1994-95 Total General Funds	
Efficiency Measures (FY 1992-93):					
❖	17 percent total administrative and support cost				
❖	27.7¢ per mile average operating cost				
Effectiveness Measures (FY 1992-93):					
❖	No grievances are filed by employees				
❖	962,908 miles are driven without a serious accident				
❖	No audit exceptions				
Program—Education Assessment and Program Development					
Personal Service	1,001,493	1,088,194	797,490	1,088,194	797,490
FTE Positions	(35.60)	(35.60)	(22.00)	(35.60)	(22.00)
Other Operating Expenses	1,958,266	1,967,069	30,830	1,967,069	30,830
Education Assessment and Development Totals	<u>2,959,759</u>	<u>3,055,263</u>	<u>828,320</u>	<u>3,055,263</u>	<u>828,320</u>

Performance Measures

Workload Indicators (FY 1992-93):

- ❖ Three tape and delay centers are identified as pilot projects for short-distance learning (SDL)
- ❖ Six districts are served by the three tape and delay centers
- ❖ 32 planning contacts with colleges and universities
- ❖ 105 planning contacts with public schools
- ❖ 352 planning contacts with state agencies
- ❖ 38 planning contacts with professional associations

Efficiency Measures (FY 1992-93):

- ❖ Surplus or existing equipment is used to implement the three pilot projects
- ❖ No travel by teachers or students is necessary to participate in courses/training
- ❖ 672,607 students take courses
- ❖ 3,710 hours of training programs are provided
- ❖ 2,922 training programs without travel
- ❖ 2,168 training programs for continuing education
- ❖ 303,964 people without high school diplomas in South Carolina
- ❖ 12 percent of total expenditures

Effectiveness Measures (FY 1992-93):

- ❖ Seven high schools in Richland District 1 receive a year-long fine arts appreciation course for grades 10, 11, and 12
- ❖ 140 school bus drivers in Lexington districts 1, 3, and 4 receive safety training without leaving their district
- ❖ 378 pre-recorded credit courses are delivered
- ❖ 705 teacher/staff training programs are delivered
- ❖ 1,048 teleconferences for state agencies
- ❖ 19 teleconferences for professional associations
- ❖ 98 GED preparation broadcasts
- ❖ 412 PSA dubs are delivered

	1992-93 Actual Funds	FY 1993-94 Total Funds General Funds		FY 1994-95 Total Funds General Funds	
Program—TV, Radio, and Other Production					
Personal Service	4,828,895	5,093,340	4,422,029	5,092,310	4,422,029
FTE Positions	(201.50)	(187.50)	(156.50)	(187.50)	(156.50)
Other Operating Expenses	3,028,161	2,379,359	612,891	2,377,359	612,891
TV, Radio, and Other Production Totals	<u>7,857,056</u>	<u>7,469,669</u>	<u>5,034,923</u>	<u>7,469,669</u>	<u>5,034,923</u>

Performance Measures

Workload Indicators (FY 1992-93):

- ❖ 12 departments are served by the production department
- ❖ 17 independent producers are supported
- ❖ Four courses for SERC Star Schools are supported
- ❖ 3,016 locally produced hours
- ❖ 13,259 hours of electronic field production
- ❖ 7,282 hours of post-production
- ❖ 2,835 hours of studio production

Efficiency Measures (FY 1992-93):

- ❖ 37 percent of total expenditures

Effectiveness Measures (FY 1992-93):

- ❖ 333 programs are produced
- ❖ Five daily, live, on-air interactive classes
- ❖ 304 high schools across the state and the nation receive these courses
- ❖ 1,326 hours of children's programming
- ❖ 1,716 hours of public affairs programming
- ❖ 4,394 hours of cultural programming
- ❖ 43 program series are produced for statewide/regional audiences in South Carolina

Program—Transmission and Reception

Personal Service	2,125,023	2,260,072	2,139,790	2,260,072	2,139,790
FTE Positions	(100.40)	(100.40)	(94.90)	(100.40)	(94.90)
Other Operating Expenses	3,971,562	3,893,205	2,852,622	3,879,249	2,852,622
Debt Service	1,032,888	3,547,197	3,547,197	3,353,284	3,353,284
Transmission and Recep- tion Totals	<u>7,129,473</u>	<u>9,700,474</u>	<u>8,539,609</u>	<u>9,492,605</u>	<u>8,345,696</u>

Performance Measures

Workload Indicators (FY 1992-93):

- ❖ 4,746 visits are made to public schools
- ❖ 936 routine visits are made to ITFS transmitters
- ❖ 16 new SERC installations
- ❖ 124 visits are made to SERC sites
- ❖ 2,078 tapes are duplicated and distributed to taping centers
- ❖ 105 school system design meetings with architects
- ❖ 15 inspections of school distribution systems installed by commercial contractors

	1992-93 Actual Funds	FY 1993-94 Total Funds General Funds		FY 1994-95 Total Funds General Funds	
Efficiency Measures (FY 1992-93):					
❖	2,318 reception equipment problems are reported and cleared				
❖	125 ITFS equipment problems are reported and cleared				
❖	25 SERC equipment problems are reported and cleared				
❖	9,932 hours are broadcast to the general public				
❖	391,000 households are reached				
❖	34 percent of total expenditures				
Effectiveness Measures (FY 1992-93):					
❖	377 schools receive programs from taping centers (LAT—local area transmitter)				
❖	167 schools receive ITFS programming from the SC ETV Center (WAT—wide area transmitter)				
❖	573 schools receive open-circuit programming				
❖	11,987 programs are broadcast to open-circuit schools				
❖	15,005 programs are broadcast to WAT schools				
❖	154,167 programs are broadcast to LAT schools				
❖	178 non-state schools receive programming through WAT				
❖	5,396 hours of programming are broadcast to non-state schools				
Program—Employee Benefits					
Employer Contributions	2,412,201	2,544,522	2,269,880	2,544,522	2,269,880
SC ETV Operating					
Budget Totals	<u>24,882,028</u>	<u>27,575,501</u>	<u>18,931,550</u>	<u>27,367,632</u>	<u>18,739,637</u>

Changes in Enabling Legislation, 1992-93

There are none.

October 15, 1993

To His Excellency, Governor Carroll A. Campbell, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1993.

Sincerely,

A handwritten signature in black ink that reads "Henry J. Cauthen". The signature is written in a cursive style with a long horizontal flourish at the end.

Henry J. Cauthen
President

