

Ed 8368  
1.991  
Copy 3

**SOUTH CAROLINA  
EDUCATIONAL TELEVISION  
COMMISSION**



**ANNUAL REPORT  
1990-1991**

Printed Under The Direction Of The  
State Budget And Control Board

October 15, 1991

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, 1991.

Sincerely,

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

Henry J. Cauthen  
President

# TABLE OF CONTENTS

I. Commission Members . . . . .	1
II. Staff . . . . .	1
III. Organizational Chart . . . . .	2
IV. Statutory Authority . . . . .	3
V. History . . . . .	3
VI. Objectives . . . . .	13
VII. Services . . . . .	14
VIII. Summary of Services Provided by South Carolina ETV . . . . .	19
IX. Summary of ETV Services to Agencies . . . . .	22
X. Budget Expenditures . . . . .	27
XI. Changes in Enabling Legislation . . . . .	30

## I. COMMISSION MEMBERS

Jack W. Newton, Chairman  
C.B. Askins  
Dr. Marianna W. Davis  
Dr. Julian Josey Jr.  
Dr. Walton H. Owens Jr.  
John M. Rivers Jr.  
Joseph F. Sullivan

Ex-Officio Members:  
Senator James M. Waddell Jr.  
Senator Nikki G. Setzler  
Representative Daniel E. Winstead\*  
Representative James C. Johnson\*  
Dr. Charlie G. Williams\*  
Representative Jean Laney Harris  
Representative Claude V. Marchbanks  
Dr. Barbara Nielsen

\* Replaced during the fiscal year.

## II. STAFF

Network 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

\*Robert M. Frierson, *Senior Vice President and Assistant General Manager*:  
737-3260

Charlton W. Bowers, *Vice President of Engineering*: 737-3500

Jesse L. Bowers Jr., *Vice President of Programming*: 737-3494

Charles M. Case, *Vice President of Administrative Services*: 737-3234

Thomas L. Clark, *Vice President for Production*: 737-3311

William D. Hay, *Vice President of Educational Radio*: 737-3407

George W. Hopkins Jr., *Vice President of Systems Development, Planning  
and Network Services*: 737-3244

Bobbi J. Kennedy, *Vice President of Continuing Education*: 737-3451

June B. Licata, *Vice President for Regional Stations and Community Relations*:  
737-3227

Kathryn Gardner-Jones, *Director of Public Information*: 737-3233

\* Mr. Frierson retired December 30, 1990.

### Regional Stations

WJWJ-TV  
P.O. Box 1165  
105 South Ribaut Road  
Beaufort, SC 29902  
Ronald L. Schoenherr, Manager  
(803) 524-0808

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

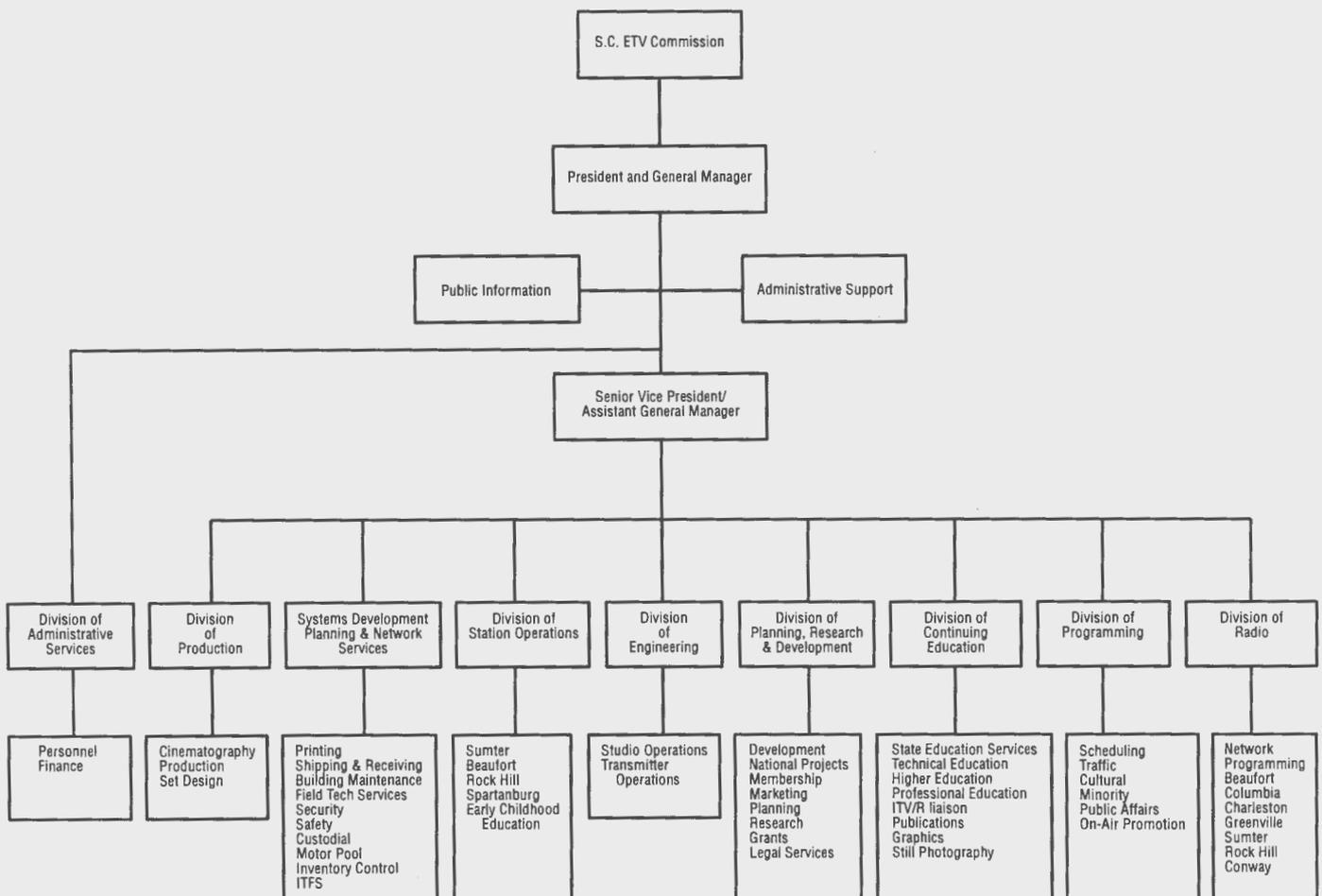
WRJA-TV  
 P.O. Box 1836  
 North Harvin Street  
 Sumter, SC 29150  
 James L. Barnard, Manager  
 (803) 773-5546

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  
 (803) 737-3403

### III. Organizational Chart



## IV. 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.

## V. History

**1957-1990:** In 1957, the General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. On March 11, 1958, the study committee recommended that a pilot project be set up in one Columbia school. That summer, a studio was built at Dreher High School and the experiment began in September. Henry J. Cauthen was the technical director for the project which was evaluated by R. Lynn Kalmbach. Public school ETV course enrollment was 300 that first year.

Educational television services were extended to five Columbia area schools in 1958. The South Carolina Educational Television Commission was created by the General Assembly in 1960 with R. Lynn Kalmbach serving as general manager. Expansion of the closed-circuit system was accomplished by the negotiation of the first reduced tariff rate for educational television in 1961. In 1962, state agencies and public school teachers began utilizing ETV for continuing professional education. By 1963, the closed-circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers and 10 hospitals.

In September of 1963, the ETV Network signed on its first open-circuit station, WNTV-TV in Greenville, with WITV in Charleston signing on a few months later. Henry J. Cauthen was named executive director of the ETV Network in 1965.

WRLK-TV, Columbia's open-circuit ETV station, signed on in 1966. With the three major cities in the state now with ETV stations, extensive programming for elementary schools was offered for the first time on open broadcast. September of 1967 saw the signing on of WJPM-TV, Florence, and WEBA-TV, Barnwell.

The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study in Business Administration through the closed-circuit system in 1970. Also, in 1970 the nation's first live domestic satellite transmission was organized in Columbia by SC ETV and William F. Buckley Jr. agreed to bring *Firing Line* to public television via SC ETV.

In 1971, a color studio facility was put into operation and local instructional programs were first produced in color.

In 1972, the network began operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville. WSCI-FM, Charleston,

was added to the Network in 1973, and WMPR-FM, Sumter, and WLTR-FM, Columbia, signed on in 1975.

Television stations in Sumter, WRJA, and Beaufort, WJWJ, also began transmitting in 1975.

November 1977 marked the Network's first use of satellites for continuing education with live weekend broadcasts of medical seminars originating in Charleston and Columbia. Also in this month, 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 states.

In May of 1978, ETV joined the PBS satellite system. WNSC-TV and WPRV-FM in Rock Hill signed on that year. Beaufort's WJWJ-FM began transmitting in 1980 along with WRET-TV, Spartanburg, and WHMC-TV Conway. The radio stations in Sumter and Rock Hill underwent call letter changes to WRJA-FM and WNSC-FM, respectively.

In 1982, the Network began the phase-out of the leased line closed-circuit distribution system with a state-owned Instructional Television Fixed Service System (ITFS). In 1984, WNEH-TV, Greenwood, and WHMC-FM, Conway signed on. The first phase of the ITFS system was completed in 1986, providing full (four-channel) closed-circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities.

SC ETV began a GED series for adults in cooperation with the office of Adult Education in October of 1986. Also that fall, the State Development Board created the Economic Development Institute which uses the Network's statewide teleconference services.

In February of 1988, ETV commemorated Black History Month with the Network's most technically intricate satellite interconnect to produce a national teleconference with participants in Columbia, Detroit, Atlanta, and Washington, D.C. Two months later, ETV President Henry J. Cauthen was recognized by public broadcasting managers across the country as the Nation's Outstanding Public Television Manager, the first time such an award had been given.

SC ETV began celebrating its 30th anniversary in September of 1988 with a ceremony at Columbia's Dreher High School. Additional elements of the 30th celebration included a 60-minute documentary about ETV, a live, two-hour national broadcast of **Firing Line** from Longstreet Theatre in Columbia, ETV day at the South Carolina State Fair, and the opening of the SC ETV museum exhibit "Images of Excellence," at the Columbia Museum of Art. The museum exhibit then travelled to other museums throughout the state.

In January of 1989, ETV purchased the former State-Record Building in Columbia for \$4 million.

During 1988-89 the Star Schools program—live, interactive instruction in advanced math, science and foreign language via satellite—became a reality. With Mr. Cauthen providing the leadership, the 18 state-consor-

tium, SERC, received a \$5.6 million grant in July of 1988, from the U.S. Department of Education to implement a Star Schools project for fall of 1989.

SC ETV continued to produce and/or present important national and local documentaries and teleconferences for both television and radio.

During the 1988-89 fiscal year, ETV President Henry J. Cauthen was awarded the Order of the Palmetto by Governor Carroll A. Campbell in recognition of 30 years of leadership and service to the agency. In addition, Mr. Cauthen was honored in May of 1989 with the Jefferson Award.

The 1989-90 fiscal year ushered in SERC's demonstration year. Live, interactive instruction was delivered via satellite to 380 high schools in 23 states. In South Carolina alone, a total of 32 high schools and 224 students actively participated in the educational satellite program. ETV broadcast 50 percent of SERC's course schedule while functioning as SERC's Master Origination Terminal for all other SERC courses.

During 1989-90, ETV continued to maximize the services it provided to other state agencies, as well as business and industry.

In addition, the Network's swift response to Hurricane Hugo was unsurpassed, providing South Carolinians with up-to-the-minute coverage prior to and following Hugo's landfall on Friday, September 22, 1990. Staff at WJWJ-TV in Beaufort rode out the hurricane at the station in order to provide additional updates to the public. Several essential public affairs programs focusing on the hurricane were produced by ETV. In addition, ETV provided assistance in the production and distribution of Governor Campbell's press announcement concerning relief funds and the creation of a disaster hotline. Indeed, Governor Campbell singled out SC ETV as being the most important media outlet during the recovery period.

SC ETV continued to provide increased teleconference services to state government and medical and professional education and training groups and, once again, ranked as the nation's busiest state teleconferencing center.

Satellite videoconferences produced during 1989-90 included the third Black History event, which linked Detroit and Los Angeles to SC ETV by satellite and featured 11 outstanding African-American role models.

In addition to many other national productions and/or presentations, ETV presented in May of 1990 the 90-minute **Stations of Bach**. Publicity for the program reached what the *Washington Post* called "historic" proportions when the East and West German Embassies agreed to host a first-ever joint reception honoring the program at the National Press Club in Washington, D.C. South Carolina ETV was an essential part of this event that garnered international coverage.

During the 1989-90 fiscal year, ETV continued to expand the ITFS system in the state. Mr. Cauthen developed a plan to provide additional channels for higher education needs utilizing ITFS and satellite technology. And Aiken radio station WLJK-FM signed on.

Also during this year, the ETV Endowment of South Carolina acquired the Sara Lee/Pearce Young and Angel (PYA) properties adjacent to the former State/Record building. These properties promise to be a major asset for the future expansion of SC ETV and a national premier production center as well as a boost to the economic development of the state. In 10 years, the ETV Endowment will sell the properties to ETV for exactly one dollar—signifying a tremendous savings for taxpayers.

The Children's Place celebrated its first anniversary in 1991, and continues to serve as a model of excellence for employer-sponsored on-site child care.

During 1989-90, ETV continued to provide community outreach efforts on adult literacy.

President Bush appointed Mr. Cauthen to serve on 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. In June of 1990, he was elected board chairman of America's Public Television Stations (APTS), an organization that provides strong advocacy for public television before the federal government. Lt. Governor Theodore appointed Mr. Cauthen to the South Carolina Public/Private Child Care Council. Cauthen chairs one of the subcommittees. He was unanimously elected as vice-president of INPUT, an international public television organization dedicated to excellence in programming worldwide. In addition he was honored with the prestigious Elizabeth O'Neill Verner Award.

**1990-91:** Mr. Cauthen continued to serve as co-chair of the Board of Directors of SERC. He supervised the continued development and expansion of the consortium's live-interactive satellite telecommunications system for the delivery of specified educational programs, primarily for students and teachers. The major producer for SERC, ETV transmitted live courses in math, science and foreign languages to schools in South Carolina and 22 other states, including five Russian courses and two Advanced Placement Economics courses five days a week. During this fiscal year, over 900 foreign language classes and 360 Advanced Placement Economics classes were produced. With the growing critical need for foreign language skills, the curriculum for Russian was expanded to include Russian I and Russian II.

In addition, Mr. Cauthen worked closely with the United States Senate Commerce Committee to continue funding for the USSR/US teacher exchange program and academic partnership program administered through the United States Information Agency. This agreement makes it possible for Soviet and American teachers to "team teach" Russian live from SC ETV's SERC studios.

During 1990-1991, South Carolina ETV, in association with the Office of Instructional Technology, created and produced 169 projects for in-school use and staff development. Special in-school programs included a national

geography series, the completion of a series on Black History and a Woman's History Month special for social studies classes. Numerous staff development projects were completed and delivered live and via-tape in critical areas such as adult education, speech and BSAP testing.

ETV demonstrated significant interagency cooperation as 28 different agencies were served through the use of existing resources or personnel and equipment. Indeed, 75 media projects were completed that addressed such crucial issues as at-risk youth, teacher recruitment, economic development and criminal justice.

A grant of \$64,000 was received from the U.S. Department of Education via the State Department of Education to produce a 13-part telecourse entitled, **On the Other Hand**. Completed in the spring of 1991, the series is designed to help teachers, parents, medical and child care workers learn basic signing skills enabling greater communication with hearing impaired students being "mainstreamed" into public schools. The series, produced at ETV, was so well-received that an additional \$53,000 became available for nine more programs to be completed in the 1991-92 fiscal year.

One-hundred and fifty higher education courses were distributed statewide for college credit on SC ETV's closed-circuit network. This service supports a master's degree in business administration and a master's degree in engineering which are taught live in the studios of the University of South Carolina, sent to ETV via fiber optic lines and distributed on ETV's closed-circuit ITFS network. Ten college courses were broadcast on ETV's open-circuit network to adult learners throughout the state. Subjects included elementary education, library science and physics.

South Carolina ETV delivered 1,050 teleconferences during the reporting period. There were eight satellite uplink conferences, 30 originations from ETV studios, 8 satellite downlinks to ETV projection rooms, 78 satellite downlinks transmitted statewide on the closed-circuit system to other agencies and 452 video passthrough events transmitted statewide on the closed circuit for other state agencies. ETV's teleconference bridge was booked for 474 audio events.

During this time ETV's Police Line Studio at the S.C. Criminal Justice Academy was inaugurated. Owned and maintained by ETV and operated by Academy staff, this interactive studio produced more than 100 hours of law enforcement training conferences during this fiscal period.

ETV's leadership in the use of teleconferencing training and lifelong learning has proven to be a substantial cost savings to the state.

In February of 1991, the national ETV program **The Struggle Continues: Hearing and Internalizing the Message**, a celebration of Black History Month, provided a multi-satellite videoconference which allowed eight honor students from across South Carolina to interact with specially selected, high achieving adults who represent various fields such as law, medicine, finance, business, the arts and international sports. Eight of the

guests answered questions posed by the students face-to-face in SC ETV's studios, two guests were linked to the students by two-way satellite video interconnection with Alaska. The composite program was beamed from Alaska to Hawaii to the Bahamas using a second satellite. The experience provided a unique and important role-modeling experience for all students involved. Senator Strom Thurmond commended Mr. Cauthen on the U.S. Senate floor for his ongoing work with the Black Teleconference and his commitment to minority programming.

ETV's services continued to provide a myriad of interactive audio and video tools designed to meet state government's training needs. Indeed, the creative application of teleconferencing offered significant advantages over traditional training meetings. For example, during the 1990-91 fiscal year, a single teleconference produced and transmitted statewide for the S.C. Department of Corrections trained more than 1,000 law enforcement officers and correctional officers in "How to Survive a Hostage Situation." The Corrections Department, through ETV, was able to provide this teleconference for approximately 39 cents per officer trained. Again, this represents a significant savings to South Carolina taxpayers.

South Carolina ETV and award-winning journalist Bill Moyers joined forces in January and again in April to kick-off the 1991 Public Broadcasting Service's (PBS) outreach effort concerning families and youth at-risk. ETV tackled this vital initiative by working under the project title, "Realizing America's Hope." The project, funded by the Charles Stewart Mott Foundation, included several essential components: A national PBS primetime documentary, **All Our Children with Bill Moyers** and a live national follow-up discussion with Bill Moyers—produced live by ETV in Columbia; two national documentaries **Investing In Our Youth** and **Making The American Dream Work For Our Children**; and two national teleconferences, which included a prime time teleconference co-sponsored by the Education Commission for the States and the National Conference of State Legislators. Governor Campbell participated as a national panelist on the legislative teleconference. Over 5,000 registration packets were distributed to schools in South Carolina alone.

On April 17, 1991, Mr. Cauthen and Bill Moyers co-hosted a Congressional briefing in Washington, D.C., on "Realizing America's Hope." Consequently, ETV's extensive project was highlighted in Congressional testimony the following week. In addition, the project was developed with no rights restrictions on any of the print and video materials and will be used extensively in schools, colleges and community groups throughout South Carolina and the nation. Indeed, the 1-800 number tagged on to the prime time program brought in over 10,000 calls requesting the program, print materials and tips on how to get involved with young people. Over 70,000 books were distributed to viewers nationwide. Of particular note, the initial broadcast of **All Our Children with Bill Moyers** was scheduled to air on January 16, 1991. Within an hour of airtime, the United States of

America and her allies went to war against Iraq. With equipment and personnel in place, Moyers and Cauthen quickly decided to pre-empt the program and move to a town meeting format which was broadcast over PBS to the nation. This special became part of the **MacNeil/Lehrer Special Report** on the Persian Gulf. SC ETV was lauded for its quick and poignant response during an international crisis.

SC ETV continued to produce and/or present exceptional documentaries and programs for the nation's public television schedules. In addition to kicking off PBS's outreach programming for the year, SC ETV continued to provide outstanding contributions to the national evening schedule with programming such as ETV's popular **NatureScene** series with South Carolina naturalist Rudy Mancke; **Joseph Brodsky: A Maddening Space**, a documentary about the exiled Nobel Prize-winning Russian poet; insightful programming on writers, **Allen Ginsberg: When The Muse Calls, Answer!** and **Joyce Carol Oates**; a beautifully produced documentary, **Primary Colors: The Story of Corita**, about Corita Kent, the former nun and popular artist of the 1960s, narrated by Eve Marie Saint and directed by Jeffrey Hayden; and a pilot for an environmental series, **Future Conditional**.

In addition, ETV provided the nation with **Dangerous Assignments**, a shocking program about journalists working in foreign countries without First Amendment protection. This program was anchored by an unprecedented gathering of journalists: Robert MacNeil, Dan Rather, Tom Brokaw, Peter Jennings and Bernard Shaw. Other 1990-91 national productions include: **Grounds For Peace**, a thought-provoking profile of the community of Corrymeela in Northern Ireland—a place where Protestants and Catholics struggle together to find a lasting peace; **Technopolitics**, the weekly series designed to help viewers understand the issues of modern technology and how it affects our lives; and **Living Well**, a documentary that looks at many facets of staying healthy.

South Carolina ETV remained committed to comprehensive statewide coverage of issues critical to the people of the state. In July of 1990, ETV/ERN touched thousands of lives with the special two-hour simulcast of **Windswept Hearts**. This program was designed to help South Carolinians begin the emotional healing in the wake of Hurricane Hugo's destruction. During the program, ETV offered toll-free phone lines that linked mental health counselors with hundreds of victims. The program was so successful that ETV aired nightly updates of **Windswept Hearts** in September—the first anniversary of the storm.

Other outreach projects included the WNSC-TV production of DUI/DOA. An outreach event, targeted to teens, that vividly defined the perils of drinking and driving.

PBS's blockbuster of the year was clearly the Ken Burn's production of **The Civil War**. WNSC-TV added to the event by producing a four-part

follow-up to **The Civil War**, focusing on the impact of the war on South Carolina, entitled **Legacy of Conflict**.

An ETV local production that quickly became a nationally acclaimed work was **Family Across The Sea**. The program reveals the remarkable and moving story of two peoples, the Gullah or GeeChee of the South Carolina Sea Islands and the people of Sierra Leone in West Africa, who have discovered their common heritage. To date, the program, offered as a special over PBS during Black History Month, has received numerous awards including a Houston Gold Award; First Place, South Carolina Associated Press Broadcasters; and permanent inclusion in the Smithsonian Institution's National Museum of African Art.

Independent South Carolina producers worked with South Carolina ETV to create two documentaries: **Hard Times, Good Times**, the story of black and white women in South Carolina during the Great Depression; and **Delivered With Love** the story of the lay midwives who delivered thousands of South Carolina babies at the turn of the century.

**For The People** and **Jobman Caravan** continued long traditions of addressing the needs of African Americans in the state. And **Soviet Voices** gave South Carolinians a new perspective of the state as a delegation of noted Soviet broadcasters shared their impressions of America and South Carolina in panel discussions.

ETV continued its commitment to public affairs by using television to hold various town meetings beginning with **Candidates Forums**. This series featured all the contested constitutional officers' races. Candidates fielded questions from journalists, providing viewers with essential information.

**Capitol View** continued ETV's extensive efforts to bring all legislators to the people by way of television. Interviews with a majority of members of the General Assembly allowed the public to see and hear key committee chairmen and others throughout a year of critical public issues. In addition, **Statehouse Week** moved to an earlier slot to offer the public the most comprehensive look at action in the General Assembly.

ETV covered the Carolina Celebration of Liberty; provided live coverage of President Bush in Sumter; and aired a documentary about the sixth-highest ranking U.S. senator, **Profile: Senator Fritz Hollings**.

**Crosstalk** continued its efforts to address all critical public issues of South Carolina, including remote specials such as "Incarceration versus Education" in conjunction with the Center for the Black Experience in Higher Education at Clemson University.

**Carolina Illustrated**, a video magazine reflecting a positive image of South Carolina, explored the quality of life in the state. And **What In the World Is It?** gave viewers a rare opportunity to explore the whimsical world of trash and/or treasures.

ETV and ERN took center stage once again with programs such as **Main Street Jazz; The Russian Barbershop Quartet, The 1990 South**

## **Carolina State Fair; Verve!; Spoleto; and the Spoleto Chamber Music Concerts.**

Popular pianist Marian McPartland celebrated her 200th program this fiscal year on ERN's national Peabody-award-winning **Marian McPartland's Piano Jazz**.

During 1990-91, South Carolina programs were marketed or broadcast in Africa, the Caribbean, Scotland, Germany, England and New Zealand.

The ITFS system was expanded during the 1990-91 fiscal year, funded under the 1988-89 Capital Improvement Bill. The school ITFS systems and the tape center buildings were completed and put into operation in Anderson, Chester, Union, Lexington, Bennettsville and Oconee. Contracts were awarded for a tape center building at York and for a transmit tower at York and Colleton.

During 1990-91, the renovation project for the Educational Radio facility at the former State-Record building was completed. South Carolina Educational Radio completed its move to the new facility in January of 1991 and has been in full operation since that time. The renovation contract for the remainder of the former State-Record building was awarded; work is currently in progress and on schedule. The schematic and design development phases of the architectural planning for the former Sara Lee/PYA Monarch building was completed.

ETV/ERN stations WITV and WSCI (FM) have continued to operate from the Tall Tower at Charleston, rent free. Bid documents to procure a permanent lease agreement were drafted by ETV staff and forwarded to the State Property Management Office in March, 1991 for their review.

Mr. Cauthen developed 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 virtually unlimited potential for future channel and site expansion. Some of these sites will have the capability to originate programming to the network or participate in two-way interactive video programs or teleconferences for instruction and training. A breakthrough in cost-effective technology, this system represents not only tremendous cost-savings to the state but enormous educational benefits.

ETV continued to champion even greater use of emerging technologies for the state and nation's schools by providing comprehensive in-house presentations on the potential and cost effectiveness of these technologies to such key people as Dr. Barbara Nielsen, state superintendent of Education; Jennifer Lawson, executive vice-president of the Public Broadcasting Service; and key Congressional legislative staffers. Mr. Cauthen made a special presentation to Governor Carroll Campbell on the vast possibilities of a new digital system which promises to greatly enhance teaching options within each district. In addition, Mr. Cauthen, at the request of Senator Edward Kennedy (D-MA), supplied written testimony on new technologies and education to members of the United States Congress.

ETV announced the inauguration of World Wise Schools at a news event at A.C. Moore Elementary School in Columbia. Henry Cauthen, Governor Campbell, Dr. Nielsen, Peace Corps Director Paul Coverdale and Richland County School District I Superintendent John Stevenson attended. This new educational program links children in grades 4-9 with Peace Corps workers overseas. SC ETV created videos to be used in the classroom on the culture and geography of different Peace Corps locations. South Carolina is the first state to initiate a national project of this stature.

Mr. Cauthen joined Governor Campbell to announce the free distribution of the Exxon Energy Cube, an educational teaching aid for high school and middle school science teachers. Joined by Dr. Nielsen and Daniel S. Sanders, senior vice president of Exxon Company, Cauthen presented the Governor with the Exxon teaching cube, signifying a generous and cooperative step between private industry and education. Mr. Cauthen stated that every high and middle school in the state would be offered the Exxon Energy Cube. ETV produced all nine video programs in the Cube covering petroleum and supplemental energy sources, physics, earth science, biology, chemistry, scientific principles and the environment. Press were invited to see the Cube in action at Columbia's Spring Valley High School.

Mr. Cauthen was instrumental in orchestrating an important event in the nation's capitol during the 1990-91 fiscal year. "Learning Solutions: Public Television and the Educational Crisis" attracted the majority of South Carolina's Congressional delegation as well as many other members of Congress. The special presentation, sponsored by Congressional members, featured an exhibit focusing on ETV's work in training childcare workers. ETV presented a live satellite videoconference linking ETV's Columbia studio with childcare experts in Chicago and Head Start workers in Alabama, Georgia, Kentucky, Mississippi, Florida and the Carolinas. The video conference also featured live footage from The Children's Place, ETV's Early Childhood production/learning center.

Implementation of an aggressive Affirmative Action plan continued to be a top priority at SC ETV/ERN. In the State Human Affairs Commission report to the legislature this year, SC ETV was ranked third of 80 agencies, meeting 86.5 percent of all affirmative action goals.

Henry J. Cauthen continued to be honored and recognized by government, business and community organizations in South Carolina and around the nation. He was selected as the 1991 SC ETV recipient of the first annual Governor's award in the humanities for his work in conveying South Carolina's traditions through exceptional programming.

He received an unprecedented Certificate of Meritorious Public Service from the national offices of the IRS for the noteworthy contributions ETV has made to taxpayer information efforts in the state. ETV and Mr. Cauthen were commended not only for the amount of educational tax

programs ETV has aired but also for the exceptional number of programs and teleconferences concerning tax laws and tax help the Network has created.

Mr. Cauthen, as a leader in the national education movement, was selected to a Corporation for Public Broadcasting Education Committee to oversee and initiate projects through public telecommunications for education.

Mr. Cauthen continues to serve on the 10-member board of the Corporation for Public Broadcasting (CPB), a presidential appointment; as vice-president of INPUT, an international public television organization dedicated to excellence in programming worldwide; and as the board chairman of America's Public Television Stations (APTS), an organization that provides strong advocacy for public television before the federal government.

## VI. Objectives

The South Carolina Educational Network Commission (SC ETV) has a number of major objectives and responsibilities to the people of South Carolina. SC ETV telecasts 91:35 hours on its open- and closed-circuit systems during a typical school day to carry out these functions. The Commission strives constantly to find more and better ways to fulfill its objectives.

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and transmission of postgraduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service and any fields where the need arises or is recognized.
4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel and interagency communications.

6. A final responsibility inherent in any institution of education—whether it be a school, college, museum or television station—is to provide general information reflecting knowledge of an interest in the world.

## VII. SERVICES

### **Instructional TV (ITV)**

The State Department of Education's Office of Instructional Technology (ITECH), through the S.C. Educational Television and Radio networks, provides effective mediated instruction to expand the curriculum experiences of students in grades K-12 throughout the state.

Over 516,883 public schools students (83 percent) in South Carolina use instructional television programming, which is transmitted over SC ETV's 11 broadcast channels and closed-circuit (ITFS) system. The 20,074 teachers using ITV select from over 245 series, many produced by SC ETV, to expand the curriculum experiences of their students in grades K-12.

As part of the ITV service, the principal of each school in South Carolina that uses ITV appoints a building coordinator to help teachers make the best use of television. Five utilization consultants work on the regional level with school administrators, building coordinators and teachers; and assist with workshops, teacher in-service and PTA projects.

As an additional service, ITECH provides a variety of publications printed by SC ETV—all designed to assist the teacher in effectively using the ITV resources as valuable teaching tools with unlimited possibilities.

### **Staff Development Education for Teachers**

Staff Development programs for teachers are scheduled each school day from 3:00-4:00 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1990-91, there were 43 TV and radio series and 224 single-program specials, for a total of 795 programs. In addition to those for teachers, programs were available for use by administrators, aides, custodians, and school district staff members in a number of major areas.

### **Higher Education**

During 1990-91, SC ETV broadcast 161 college credit courses to a total of 10,456 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 included 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**

During 1990-91, SC ETV worked 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 1,461 hours of programming, including satellite downlinks were distributed over the SC ETV closed-circuit network to 29,464 medical viewers. Eighty three 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**

SC ETV continued to broadcast **Learning for Living**, a cooperative effort between WYFF-TV, the State Department of Education and SC ETV designed to teach reading skills to adults who read at less than the fifth grade level.

**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. SC ETV also printed 2,000 copies of the Tutor Workshop Handbook for the South Carolina Literacy Association.

### **Early Childhood Education**

During 1990-1991, SC ETV continued its commitment to provide the highest quality training to early childhood professionals in South Carolina, across the nation and internationally. Through the production and distribution of videotape training programs, SC ETV is using its advanced technology to significantly impact the level of training of those who work with young children. A highlight of this technology was featured at a national showcase emphasizing public television's many contributions to education in America, "Learning Solutions: Public TV and the Educational Crisis," held March 5-6, in Washington, D.C. SC ETV Early Childhood education presented a live satellite videoconference linking ETV's Columbia studio, and The Children's Place at ETV, with experts in Chicago, and Head Start staff in five southeastern states. Members of the South Carolina Congressional delegation were able to participate in Washington by telephone.

The Children's Place at SC ETV continued to serve as a model production site for the production of training videotapes for early childhood professionals and for employer-sponsored, on-site child care. Jennifer Lawson, executive vice-president for National Programming and Promo-

tion Services at PBS, and other public television executives from the Corporation for Public Broadcasting (CPB) and America's Public Television Stations (APTS) have visited ETV's unique early childhood center. National Congressional staff members, local and state business leaders, as well as international guests have visited The Children's Place. Local commercial television stations use the center to tape footage for news stories about child care. A specially designed, state-of-the-art outdoor learning environment was installed at The Children's Place. In addition, the center is in the final phase of earning accreditation from the National Academy for Early Childhood Programs, the only national accreditation system for all types of early childhood programs.

In collaboration with the National Association for the Education of Young Children (NAEYC) and the Council for Early Childhood Professional Recognition, SC ETV expanded its video production for early childhood educators and distributed over 11,000 videotapes.

The Early Childhood Media Training Project educates early childhood professionals all across South Carolina via videotape. SC ETV has served 500 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. In addition, the South Carolina State Library makes the training tapes available throughout the state free of charge. SC ETV has expanded its distribution through a cooperative agreement with the Clemson University Extension Service office, working with the local agents in each county office.

### **Law Enforcement In-Service Training**

**Crime to Court**, a monthly closed-circuit series produced by SC ETV and the Criminal Justice Academy, keeps approximately 7,700 S.C. 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 duty.

Working with SC ETV's engineers and executive staff, the Criminal Justice Academy constructed a teleconference studio for Law Enforcement training, *The Police Line*, which produced 91 video conferences dealing with topics ranging from drugs to domestic violence.

During the 1990-91 fiscal year, the Department of Corrections trained 1,000 correction officers, criminal justice students and police officers on "How to Survive a Hostage Situation." During 1992, the Department of Corrections, in cooperation with SC ETV, will complete construction of a teleconferencing studio.

### **South Carolina Satellite Educational Resources Consortium (SERC) Project**

In association with the State Department of Education, SC ETV produced four high school level courses for delivery to rural and innercity

schools by the Satellite Educational Resources Consortium (SERC) throughout South Carolina and the nation. In South Carolina, 74 students enrolled in the Russian I course, and 16 students enrolled in the Russian II course in 21 high schools. Forty-seven students enrolled in the Advanced Placement Macroeconomics course, and 45 students enrolled in the Advanced Placement Microeconomics course in 14 high schools across the state.

### **Business, Industry and State Agency Media Projects**

SC ETV continued to play an important role in assisting state, regional and local governments in industrial development by enhancing the quality of life throughout the state, by producing and airing programming of interest to the business community, and by producing recruiting and training video for use in industrial recruitment.

This effort was highlighted this year by the production of three key videos for the S.C. State Development Board. The first, "Strategic Management," was designed to be utilized in the training of local community leaders in a process which prepares the local community for economic development. The second, "They Made a Difference," conveyed the important message that a single individual can make a tremendous difference in the economic well being of a community. The third, "Media and Local Development," was designed to train local community leaders in appropriate relationships with their local media during the economic development process.

Additionally, SC ETV continued to provide support to such on-going efforts as the South Carolina Business Hall of Fame and the Piedmont Excellence Process.

State agencies continued to use SC ETV's services to develop materials explaining their services, public service announcements related to such topics as child labor laws and domestic violence, and to train their employees.

### **Teleconferencing**

As we enter the 1990s, a new and positive trend is emerging in the type of teleconference services ETV provides to state agencies. This trend is decentralization of teleconference production. The cost effectiveness of teleconferencing, pioneered by SC ETV over the past 30 years, has resulted in a number of state agencies developing in house production facilities. The Criminal Justice Academy developed such a studio, and this year produced 91 teleconferences out of it. Clemson University has two studios, and this year produced 28 teleconferences out of them. Additional production facilities are now being planned or built by S.C State College, Greenville Technical College and the State Department of Corrections. All of these facilities use ETV's ITFS system to send teleconferences statewide,

making the investment in ITFS more valuable for state training and conferencing than ever before. When ETV debuts its new 20 channel digital satellite system, this trend is expected to continue and increase, greatly expanding the impact that SC ETV telecommunications systems have on state savings and productivity.

### **Legal Continuing Education**

SC ETV has provided telecommunications facilities in support of legal continuing education for more than 14 years. In 1990-91, 4,163 legal professionals utilized SC ETV satellite, ITFS and audio conference technologies to participate in teleconferences such as "Practicing in a Recession," "Comparative Negligence in South Carolina," and "The Law of Workmen's Compensation 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 ETV's services to area residents, these regional centers produce and distribute programming which meets the exact needs of their area schools, communities and educational institutions. For example, during 1990-91, WNSC-TV in Rock Hill continued to bring home the message to teen drivers that drinking and driving is a lethal combination. WNSC-TV also produced four hours of programming dedicated to teen pregnancy prevention. WRJA-TV in Sumter produced *Journal*, a series that covers life in Sumter and other surrounding communities.

These regional 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 such as *Legacy of Conflict*.

### **Educational Radio Network**

The South Carolina Educational Radio Network (SC ERN) each day provides 19 hours of early morning, afternoon and evening broadcasts which 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.

## **Educational Radio for the Blind**

The SC Educational Radio Network 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.

## **VIII SUMMARY OF SERVICES PROVIDED BY SC ETV, 1990-91**

<b>1. Public Schools</b>	
Individual Students	516,883
Course Enrollment	3,302,692
Schools Served	1,072
<b>2. Early Childhood Education</b>	
Facilities	500
Staff Served	2,800
Children Served	22,300
<b>3. Higher Education</b>	
Credit Courses	161
Total Student Enrollment	10,456
<b>4. SC ETV-SERC Project</b>	
<b>Russian I: National Enrollment</b>	
Number of schools served in 23 states	222
Number of students enrolled	848
<b>Russian II: National Enrollment</b>	
Number of schools served in 23 states	63
Number of students enrolled	162
<b>Advanced Placement Macroeconomics: National Enrollment</b>	
Number of schools served in 23 states	101
Number of students enrolled	310
<b>Advanced Placement Microeconomics: National Enrollment</b>	
Number of schools served in 23 states	92
Number of students enrolled	274
Total SC SERC Project Schools Served	478
Total SC SERC Project Student Enrollment	1,594
<b>5. Staff Development</b>	
Courses (Individual Programs: 795)	43
Teachers and Other School Personnel Enrollment	2,498

<b>6. Medical Education</b>	
Medical Personnel Served	29,464
Hospitals Served	52
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	3
<b>7. Law Enforcement Training</b>	
Total Monthly course enrollment of officers, judges and magistrates	7,700
<b>8. Legal Continuing Education</b>	
Teleconferences	15
Attorneys Served	4,163
<b>9. Business/Industry and State Agency Media Projects</b>	
Programs and Projects (Including Crime to Court)	75
<b>10. State Government Audio/Video Teleconferences</b>	
Audio Conferences	474
Video Conferences	576
<b>11. Network-Produced Programs</b>	
ITV	540
ITV Staff Development (TV and radio)	208
Minority	57
Public Affairs	360
Nature and Science	8
Arts and Culture	8
<b>12. Radio (Including Radio Services to the Blind)</b>	
Broadcast Hours	6,935
Broadcast Hours (Services to Blind)	6,552
<b>Total Radio Broadcast Hours</b>	13,487
Locally Produced Programs	3,734
Locally Produced Programs (Services to Blind)	4,420
<b>Total Radio Programs Produced</b>	8,154
<b>13. Regional Stations Locally Produced Programs</b>	
Beaufort	442
Rock Hill	189
Spartanburg	304
Sumter	372
<b>Total</b>	1,307

**14. Multichannel Programming For a Typical Day**

<b>Programming Type</b>	<b>Hours/Day</b>	<b>Percent of Broadcast Day</b>
Public School	49:40	54.2%
Teacher Staff Development	2:55	3.1%
Professional Education	3:00	3.2%
College Credit	16:00	17.4%
General Education	4:00	4.3%
Children	8:00	8.7%
Evening Programs	9:00	9.5%
<b>Total</b>	<b>91.35</b>	<b>99.7%</b>

**Total Number of Programs: 208**

**Programs Transmitted Through Broadcast Stations, ITFS Network and Satellites**

Programs	51,461
Hours	2,6526.75

**15. National Programming and Development**

Grants Obtained \$5,900,000

**16. Print Shop**

Jobs	942
Copies	2,351,284

**17. School Reception Equipment**

Television Receivers Purchased by ETV	583
Television Receivers Purchased by School	1,394

**18. School Building Distribution Systems**

Additional Outlets\* During 1990-91 862

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

**19. Classroom Use of ETV Reflects Increased Enrollment**

<b>Total Course Enrollment*</b>		<b>Individual Student Enrollment**</b>	
1979-1980	1,885,203	1979-1980	357,572
1980-1981	1,978,785	1980-1981	386,198
1981-1982	2,145,544	1981-1982	405,622
1982-1983	2,098,616	1982-1983	411,137
1983-1984	2,123,931	1983-1984	429,928
1984-1985	2,331,464	1984-1985	447,551
1985-1986	2,553,764	1985-1986	464,586
1986-1987	2,863,825	1986-1987	491,356
1987-1988	2,949,701	1987-1988	506,010

Total Course Enrollment*		Individual Student Enrollment**	
1988-1989	3,333,702	1988-1989	513,604
1989-1990	3,234,364***	1989-1990	515,305****
1990-1991	3,302,692	1990-1991	516,883

\*This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

\*\*This figure counts the student only one time, regardless of how many courses he or she may view.

\*\*\*After Hugo's landfall in the Low Country, ETV lost its transmitter. Consequently, the Charleston area was without service for the remainder of the school year. This figure does not include the 81,000 course enrollments in the Charleston area that were lost.

\*\*\*\*See above. SC ETV lost 6,400 individual students in the Charleston area. This figure does not include these students.

## IX. SUMMARY OF ETV MEDIA PRODUCTION AND TELECONFERENCING SERVICES TO AGENCIES

### **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. The Network's Division of Continuing Education produced 75 media projects ranging from public service announcements to documentaries. Topics covered a wide variety, from motivating young people to stay in school to understanding mental retardation. 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 conjunction with these projects 4,758 dubs were created for distribution. Twenty-eight different organizations and agencies were served.

## State Government Audio and Video Teleconferences

During FY 1990-1991, SC ETV coordinated 1,050 video and audio conferences for state government. A total of 8,253 hours of audio conferencing time was allocated to state agencies on the SC ETV telephone bridge.

## Media Production and Teleconferencing Services— Costs and Benefits

Direct Costs	\$209,578	Travel Savings**	\$ 3,824,940
Billed to Agencies	<u>209,578</u>	Prod. Savings***	3,122,400
Net ETV Out-of-Pocket Costs	0		
		Est. Cost of Services at Commercial Rates	<u>5,375,605</u>
		Total Value to State	\$12,322,945
ETV In-Kind Resources*	\$874,529		
Total Cost to ETV	\$874,529		

### Net Savings to State \$11,448,416

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

\*\*Travel savings are calculated on the number of conferences x the number of participants x 150 miles round trip x \$.25 per mile.

\*\*\*Productivity cost savings are based on the number of conferences x the number of participants x 3 hours round trip x employee rate @ \$10.00 per hour

## Media Production Projects

Agency	Number of Projects	Project Type	ETV Out of Pocket	ETV In Kind
Alcohol & Drug Abuse	1	5 Dubs	\$ 50*	
Alliance Mentally Ill	1	Doc.	2,127	\$ 15,679
Bar Association	2	PSA's	171	6,287
Continuum Care	1	Update Doc	88	182
Criminal Justice Academy	12	Training 3,407 Dubs	119,866 25,552*	187,920
DHEC	1	Doc.	1,899	13,131
	4	PSA's	3,857	10,783
Development Board	1	Doc.	660	21,089
	1	Doc.	2,834	56,160
	1	PSA	713	1,325
	1	Doc.	2,082	35,066

Agency	Number of Projects	Project Type	ETV Out of Pocket	ETV In Kind
Department of Education	1	3 Dubs	\$ 760*	
Foster Care Rev. Board	1	1 Dub	21*	
Office of the Governor	8	PSA's	1,378	\$15,011
	1	Doc.	5,629	29,758
Greenwood Chamber	2	Address	508	2,754
Hospital Association	4	PSA's	2,751	9,899
	1	15 Dubs	151*	
	1	Doc.	5,018	22,977
	1	75 Dubs	638*	
Human Resources	1	130 Dubs	1,178*	
	1	10 Dubs	93*	
Insurance Benefits	1	Instruct.	5,139	1,160
		Slide/Tape	1,324	3,099
Junior Achievement	2	Address	539	2,370
	1	19 Dubs	253*	
	1	10 Dubs	134*	
	1	5 Dubs	85*	
	1	4 Dubs	38*	
Labor Dept.	2	PSA's	989	3,804
State Library	1	Doc.	1,789	12,278
	1	PSA	1,209	3,608
Mental Health	1	85 Dubs	499*	
	1	Doc.	3,728	53,060
	1	Doc.	1,721	5,086
Mental Retardation	1	Doc.	5,334	36,867
Motor Vehicle Management	1	Doc.	2,267	14,276
State Museum	2	PSA's	599	743
Ports Authority	1	Doc.	1,093	9,331
S.C. PTA	1	Address	437	2,229
S.C. Research Authority	1	2 Dubs	138	
Richland Co. Detent. Center	1	Doc.	1,077	7,484
S.C. 2000	1	3 Dubs	25*	

Agency	Number of Projects	Project Type	ETV Out of Pocket	ETV In-Kind
Teacher Recruitment Center	1	125 Dubs	\$1,012*	
	1	12 Dubs	178*	
Vocational Rehabilitation	1	Doc.	1,947	8,400

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

## Teleconferencing

DL: Downlink  
 ORIG: Origination  
 DLPT: Downlink passthrough  
 VPT: Video passthrough

Agency	Project No. and Type	ETV In-Kind
Commission on Aging	1 dlpt	\$ 495
Dept. of Agriculture	1 dl	742
	1dlpt	412
Alcohol and Drug Abuse	1 orig	558
Citadel	1 dlpt	330
Clemson	5 dlpt	1,485
	28 vpt	7,245
Department of Corrections	1 orig	558
Criminal Justice Academy	91 vpt	36,340
DHEC	1 dl	405
	3 dlpt	1,567
	3 vpt	345
Department of Education	3 dlpt	1,072
	1 vpt	345
Election Commission	3 orig	1,879
	1 vpt	412
Health and Human Services	1 orig	1,255
Highways and Public Transportation	1ul	115
Insurance Services	1 orig	558
	1 dl	405

Agency	Project No. and Type	ETV In-Kind
State Law Enforcement Division	1 dl	\$ 540
State Library	1 orig	558
Mental Health	3 ul	2,244
	2 dl	945
	1 dlpt	577
Mental Retardation	3 dlpt	742
MUSC	3 ul	3,100
	13 orig	7,254
	41 dlpt	13,776
	315 vpt	72,450
Sea Grant Consortium	3 orig	1,674
Supreme Court	13 vpt	13,800
State College	1 dlpt	330
Tax Commission	2 dl	540
Technical Education	12 dlpt	4,290
University of S.C.	1 orig	1,116
	4 dlpt	1,402
	5 vpt	1,150
Winthrop	1 dlpt	660
<b>Total In-Kind Video Teleconference Resources</b>		<b>\$183,671</b>
<b>In-Kind Costs of Audio Bridge Use by Agencies</b>		<b>99,039</b>
<b>Audio Conferences (8,253 line/hours)</b>		
<b>In Kind Total</b>		<b>\$282,710</b>

## X. 1990-91 BUDGET EXPENDITURES

### Internal Administration

Personal Service . . . . .	\$ 1,952,763
Other Operating Expenses . . . . .	3,460,440

### Educational Assessment and Program Development

Personal Service . . . . .	1,135,601
Other Operating Expenses . . . . .	1,281,093

### Television, Radio, and Other Production

Personal Service . . . . .	4,817,092
Other Operating Expenses . . . . .	2,402,885

### Transmission and Reception

Personal Service . . . . .	2,222,309
Other Operating Expenses . . . . .	3,755,363

### Employment Benefits

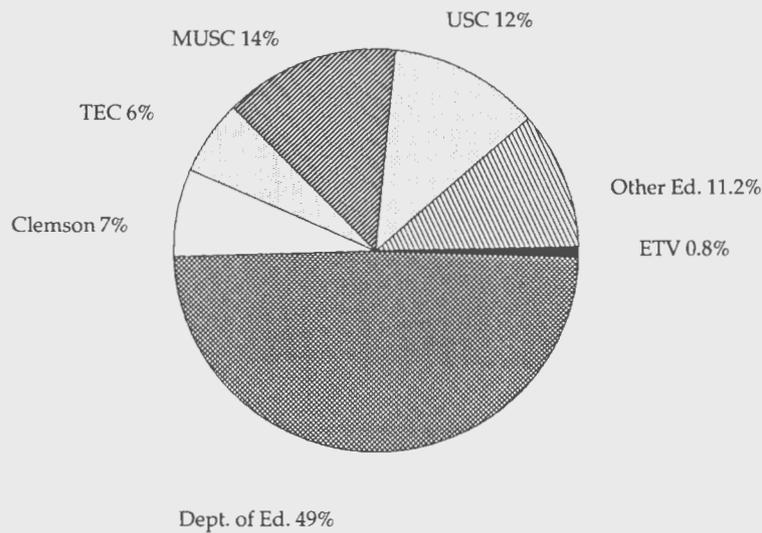
Total Fringe Benefits . . . . .	2,320,822
---------------------------------	-----------

### Other

Capital Projects . . . . .	5,157,970
Principal and Interest—IPP Note . . . . .	1,424,770

<b>Total Expenditures . . . . .</b>	<b>\$29,931,108</b>
-------------------------------------	---------------------

### Total Funding for Education in South Carolina



## South Carolina Educational Television

**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 significances 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.

	1990-91 Actual Funds	FY 1991-92		FY 1992-93	
		Total Funds	General Funds	Total Funds	General Funds
<b>Program Budget</b>					
Internal Administration	5,860,657	5,689,783	3,023,209	5,925,486	2,737,166
Education Assessment and Program De- velopment	2,676,858	3,274,957	999,772	3,273,751	1,000,272
TV, Radio and Other Production	8,323,760	9,089,282	6,782,749	8,656,244	6,205,324
Transmission and Reception	7,911,863	8,056,499	7,211,885	9,324,256	8,080,429
Program Total	24,773,138	26,110,521	18,017,615	27,179,737	18,023,191
<b>Object Budget</b>					
Personal Service	12,448,585	12,655,125	10,763,624	12,694,406	10,469,200
Other Operating Expenses	10,899,783	12,077,642	5,876,237	12,240,377	5,009,037
Special Items:					
Debt Service	1,424,770	1,377,754	1,377,754	2,244,954	2,244,954
Capital Improve- ments	5,157,970	9,574,302	-0-	3,000,000	-0-
Object Total	29,931,108	35,684,823	18,017,615	30,179,737	18,023,191
<b>Fund Source</b>					
State	23,721,162	21,342,703	18,017,615	18,023,191	18,023,191
Federal	167,837	471,480		78,100	
Earmarked	6,042,109	13,870,640		12,078,446	
Fund Total	29,931,108	35,684,823	18,017,615	30,179,737	18,023,191
FTE Positions	408.55	400.55	347.45	400.55	347.45

	1990-91 Actual Funds	FY 1991-92		FY 1992-93	
		Total Funds	General Funds	Total Funds	General Funds
<b>Program—Internal Administration</b>					
*Personal Service	2,400,215	2,388,109	1,848,381	2,569,712	1,849,338
FTE Positions	(62.05)	(62.05)	(49.05)	(62.05)	(49.05)
Other Operating Expenses	3,460,442	3,301,674	1,174,828	3,355,574	1,649,912
Total Internal Administration	<u>5,860,657</u>	<u>5,689,783</u>	<u>3,023,209</u>	<u>5,925,486</u>	<u>2,737,166</u>

Objectives\*\*

1. To provide general support service to all SC ETV operations.
2. To provide timely and orderly payment of legal obligations, recruitment of personnel, purchase and delivery of goods and services, and dissemination of information.
3. To insure adherence of all state and federal laws, regulations, and rules.
4. To provide meaningful and timely reports as required by regulatory authorities.
5. To plan and provide for long- and short-range fiscal means to carry out the agency's mission.

**Program—Education Assessment and Program Development**

*Personal Service	1,395,765	1,530,888	966,942	1,529,682	967,442
FTE Positions	(37.60)	(35.60)	(22.00)	(35.60)	(22.00)
Other Operating Expenses	1,281,093	1,744,069	32,830	1,744,069	32,830
Total Education Assessment and Development	<u>2,676,858</u>	<u>3,274,957</u>	<u>999,772</u>	<u>3,273,751</u>	<u>1,000,272</u>

Objectives\*\*

1. To coordinate the planning and evaluation of educational programs for public schools, higher education, state agencies, industry, and adult continuing education.
2. To provide the general public with the opportunity to view programs of cultural, historical, and educational significance.
3. To seek out and promote cooperation between governmental agencies, industry, and individuals in obtaining funds and methods of delivery for programs that have been or are being developed.
4. To coordinate the planning and development of programs that are of interest to local audiences and promote local economic development.
5. To coordinate the planning and development of programs that provide the opportunity for teachers and others to continue their professional education.

	1990-91	FY 1991-92		FY 1992-93	
	Actual Funds	Total Funds	General Funds	Total Funds	General Funds
<b>Program—TV, Radio, and Other Production</b>					
*Personal Service	5,910,875	6,016,802	5,356,158	6,019,383	5,358,933
FTE Positions	(202.50)	(202.50)	(180.50)	(202.50)	(180.50)
Other Operating Expenses	2,402,885	3,072,480	1,426,591	2,636,861	846,391
Total TV, Radio, and Other Production	<u>8,323,760</u>	<u>9,089,282</u>	<u>6,782,749</u>	<u>8,656,244</u>	<u>6,205,324</u>

Objectives\*\*

1. To provide the necessary facilities and equipment to produce broadcast quality programs.
2. To provide the necessary producers, writers, cameramen, and other technicians necessary to produce quality programs that can be used in classrooms, training, and for the general public.
3. Provide timely scheduling of program production.

**Program—Transmission  
and Reception**

*Personal Service	2,731,730	2,721,193	2,592,143	2,722,429	2,593,487
FTE Positions	(103.40)	(100.40)	(94.90)	(100.40)	(94.90)
Other Operating Expenses	5,180,133	5,335,306	4,619,742	6,601,827	5,486,942
Total Transmission and Reception	<u>7,911,863</u>	<u>8,056,499</u>	<u>7,211,885</u>	<u>9,324,256</u>	<u>8,080,429</u>

Objectives\*\*

1. To maintain the statewide ETV Network in a manner that assures daily service to public schools, colleges, universities, state agencies and the general public.
2. To assist local schools in planning, development, and installation of local reception and distribution systems.
3. To continue the development and completion of the statewide video-related educational system.

\*Employer contributions are included in personal service cost.

\*\*Effectiveness and efficiency measures are being developed.

## XI. CHANGES IN ENABLING LEGISLATION

There were none.

Total Number of Documents Printed	<u>255</u>
Cost Per Unit	\$ <u>1.24</u>
Printing Cost - S.C. State Budget & Control Board (up to 255 copies)	\$ <u>316.26</u>
Printing Cost - Individual Agency (requesting over 255 copies)	\$ <u>—</u>
Total Printing Cost	\$ <u>316.26</u>

