

Agency Activity Inventory
by Agency
Appropriation Period: FY 2010-11

Agency: H67 - Educational Television Commission

Functional Group: Education

824 Agency Fundraising

ETV generates revenue for its services and programs through Television and Radio Underwriting Sales, Membership Development and National Programming, which operate in conjunction with the ETV Endowment of SC, as well as the Marketing Department, which sells ETV programs on videotape and DVD's, and Customer Service, which responds to viewer and listener inquiries and encourages membership in the ETV Endowment. SC Code Section 59-7-50 authorizes ETV to charge for its services and programs and to use the funds received for Commission purposes.

Statewide Result Area: Improve K-12 student performance

Strategy: Provide for quality, cost-effective service delivery. The costs associated with South Carolina's transportation and testing systems should be reduced while the efficiency with which these systems operate is improved.

FY 2010-11

Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$786,179	\$32,015	\$0	\$0	\$0	\$754,164	8.82

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$695,135; 3519 - Public Broadcasting Grant - \$59,029

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

Expected Results:

As ETV's state budget was reduced during SFY 2009-10 and SFY 2010-11, increased emphasis has been placed on reducing our reliance on state funds. ETV has for many years generated operational funding from the sales of its programs and services, but has not always focused on the net profitability of these activities. Expected results for future years would be to increase operating revenue from selected activities which are clearly profitable.

Outcome Measures:

The following revenue goals have been established for FY 10-11: TV Underwriting - \$275,000; Radio Underwriting - \$600,000; On-Air Pledge - TV & Radio - \$1,345,900; Car Donation - \$160,000; Marketing - \$250,000; E-Newsletter - \$40,000

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825 Pre K - 12 Educational Services

ETV's commitment to life-long learning places particular emphasis on: 1) pre-school programming to enhance school readiness; 2) providing parents and caregivers with information on using television and online as powerful learning tools; 3) K-12 curriculum designed to supplement classroom resources and to support and enhance established curriculum standards; 4) pre-service and professional staff development for educators. ETV, in partnership with SDE, produces and delivers materials for use in the classroom using a variety of delivery systems, including satellite and online. This allows more access to

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programming for all learners. SDE/ITV works with vendors to lease or purchase programs across the curriculum to support identified standards, but often there are no programs that meet a state-specific need (such as SC History programs). ETV works with SDE/ITV to identify curriculum needs and to produce programs that fulfill that need. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve K-12 student performance

Strategy: Ensure every child enters first grade ready to learn.

FY 2010-11

Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$5,163,616	\$3,867,289	\$0	\$0	\$0	\$1,296,327	85.79

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$631,983; 3519 - Public Broadcasting Grant - \$488,968; 3521 - Grants - Non-Federal - \$175,376

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F, I

Expected Results:

1) With increased emphasis on accountability and assessment, ETV is working with SDE to provide training to teachers and district staff on assessment strategies; 2) ETV works closely with EOC and SDE to provide information on School Report Cards to parents and the media; 3) Educational funding continues to be a problem, but by providing free access to core curriculum materials, ETV has allowed equal access to all school districts across the state. Programs are available in Art, Science, Math, language arts, social science and technology; 4) Digital Education Service (DES) Sites, a cooperative effort of ETV and local school districts, allow a master teacher to be shared throughout the district, without having to travel to various locations throughout that district; 5) Increased emphasis on technology across the curriculum means students and teachers have access to a variety of learning tools.

Outcome Measures:

The following goals have been established to support pre-school children and K-12 students and teachers for FY 10-11: Ready to Learn programming for children - 4,082 hours; K-12 programs for students to meet critical curriculum needs - 2,450 hours; staff development for teachers and administrators - 710 hours; scheduling of programs for district use through 54 Digital Education Service (DES) Sites - Knowitall.org, ETV's educational web portal 10 million page views; StreamlineSC, ETV's video on-demand service 3 million video viewings. OnePlaceSC, ETV's search portal and IP streaming initiative, is a "one stop" instructional supermarket that enables ETV to track use statewide. This school year OnePlaceSC had 98,525 logins.

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826 Educational Radio

ETV operates a total of eight radio stations which provide statewide coverage 24 hours per day, seven days per week. ETV Radio provides a combination of National Public Radio (NPR) programming and locally produced programming. The ETV Radio Network provides two distinct formats: WNSC-FM in Rock Hill, WRJA-FM in Sumter, WJWJ-FM in Beaufort,

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WHMC-FM in Conway, and WLJK-FM in Aiken provide all News; the remaining three stations, WEPR-FM in Greenville, WLTR-FM in Columbia and WSCI-FM in Charleston provide Classical Music/News. ETV Radio also provides evacuation information during emergency situations such as hurricanes. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve K-12 student performance

Strategy: Provide each student an education that equips them with the skills necessary to compete in the regional, national, and international marketplace.

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$1,461,547	\$27,537	\$82,461	\$0	\$0	\$1,351,549	9.45

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$1,132,041; 3519 - Public Broadcasting Grant - \$219,508

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

Expected Results:

24/7 FM radio broadcasting to serve the public interest, convenience and necessary eight licenses granted by the Federal Communications Commission to the ETV Commission of South Carolina. The broadcasting service is the "media of record" for the South Carolina Emergency Preparedness Division in the state emergency plan, with coastal and midlands transmitters equipped with backup electrical generators to stay on the air with vital information during hurricane evacuations and aftermath.

Outcome Measures:

Arbitron surveys twice each year indicate who is listening, when and where that listening occurs, and how frequently the service is used. Three times each year, on-air membership drives for the ETV Endowment of SC solicit donations from listeners. In addition to these member donations, contributions from companies and non-profits pay for nearly all direct expenses of the FM broadcast services.

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Functional Group: Education

827 Higher & Medical Education Services

Undergraduate and Graduate Distance Education courses are available in every county, including courses for teachers who must meet recertification requirements. Hospitals, DHEC and Mental Health offices, and other medical sites offer continuing health and medical education to communities throughout the state. Chapter 7 of Title 59 of the SC Code established the ETV Commission.

Statewide Result Area: Improve the state's post-secondary education system and cultural resources

Strategy: Provide for employability and quality of life opportunities for our graduates.

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$1,298,576	\$576,760	\$0	\$0	\$0	\$721,816	15.97

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$281,165; 3519 - Public Broadcasting Grant - \$179,115; Grants Non-Federal - \$261,536

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

Expected Results:

As the cost of college and continuing education continues to rise, learners are taking courses by distance education to save travel expenses, and complete course requirements in less time, often while having full-time jobs. With the significant reduction in agency staff for medical and health care sites, time away from the workplace, even for state or federally mandated training, has become increasingly difficult.

Outcome Measures:

The following goals have been established to support higher education learners and medical professionals for FY 10-11: Undergraduate and graduate programming - 51,424 hours including satellite, internet streaming and online courses; Professional development and recertification training at local health and medical sites - 150 hours; Manage www.scprepares.org, an Internet site listing SC training resources for public health professionals to prepare for terrorism and disasters.

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Functional Group: Education

828 Educational Television - National Programming

ETV operates eleven television stations which broadcast statewide 24 hours per day, seven days per week. ETV broadcasts public television programming purchased through several national program distributors, predominately the Public Broadcasting Service (PBS). Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve K-12 student performance

Strategy: Provide each student an education that equips them with the skills necessary to compete in the regional, national, and international marketplace.

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$3,577,895	\$37,195	\$0	\$0	\$0	\$3,540,700	2.11

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$2,294,261; 3519 - Public Broadcasting Grant - \$1,246,439

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

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Expected Results:

Meeting the requirements of the Federal Communications Commission as a licensee, ETV operates 24/7 television broadcasting with over one third of those hours (62 per week) devoted to the PBS "Ready to Learn" schedule for young children in preschool. Overnight broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division, and lessens wear on transmitters not having to power them down and back up daily.

Outcome Measures:

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. But more than the number of viewers, ETV strives to provide national programming that has impact. For instance, Ready to Learn programming should impact educational achievement in the state by increasing the number of children prepared to do well in school.

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Functional Group: Education

829 Education Services to City, County and State Government

ETV provides satellite service to each of the 46 counties in the state. City, county and state agencies use ETV to meet continuing education requirements for staff and provide training for citizens. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve the safety of people and property

Strategy: Provide for the preparation and prevention of criminal activities and natural and/or man-made events.

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$1,141,555	\$558,718	\$0	\$0	\$0	\$582,837	16.77

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$416,531; 3519 - Public Broadcasting Grant - \$71,954; 3521 - Grants - Non-Federal - \$94,352

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

Expected Results:

With continued budget cuts, travel restrictions, and shrinking staffs, city, county and state agencies will continue to use ETV to provide training.

Outcome Measures:

The following goals have been established to support education services to city, county and state agencies for FY 10-11: Video conferencing to sites in all 46 counties - 500 hours; Audio conferences - 1,450 hours; Law enforcement and public safety have access to both satellite and streaming media - 13,000 officers at 219 local police, sheriff and fire departments.

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830 Educational Television - Local Programming

ETV acquires, produces and broadcasts programming of interest to the citizens of the state. ETV also operates the South Carolina Channel, a channel of all local programming for and about South Carolinians. This full-time, all digital channel was the first of its kind in the United States. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve the state's post-secondary education system and cultural resources

Strategy: Provide for an efficient and effective statewide Higher Education system through improved statewide planning.

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$4,496,217	\$3,034,697	\$0	\$0	\$0	\$1,461,520	74.29

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$816,129; 3519 - Public Broadcasting Grant - \$623,215; 3521 - Grants - Non-Federal - \$22,176

Budgetary Program No.: I, II.A.3, II.B, II.C.1, II.C.2, II.D, II.E, II.F,

Expected Results:

As required by licenses granted by the Federal Communications Commission, ETV operates television broadcasting that serves the public interest, convenience and necessity. 24/7 broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division. The new, digital television transmitters carry the existing ETV service, but add a high definition service from PBS, and a 24/7 local service of ETV, the South Carolina Channel (SCC). SCC carries daily coverage of the Governor's Office, House of Representatives and State Senate during the legislative session. Also, the South Carolina Channel provides in-depth coverage of each county of the state through the ETV Road Show.

Outcome Measures:

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. But more than just the number of viewers, ETV strives to produce and broadcast local programming that positively impacts the citizens of the state. Local programming topics are selected based on their educational, cultural or historical significance. Feedback is sought through focus groups, analysis of web data, member comments and interaction with content and funding partners.

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831 Administration

Administration includes executive leadership, financial services, IT services, facilities management, mail room, printing and HR services. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

Statewide Result Area: Improve K-12 student performance

Strategy: Administration

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Total	General Funds	Federal Funds	Non-Recurring Provisos	Part III (ARRA Funds)	Other Funds	FTEs
\$1,877,905	\$1,422,279	\$0	\$0	\$0	\$455,626	30.00

Other Fund - Subfund No. & Title:

3035 - Operating Revenue - \$340,410; 3519 - Public Broadcasting Grant - \$115,216

Budgetary Program No.: I, II.A.3, II.B, II.C.2, II.D, II.E, II.F, III

Expected Results:

Executive leadership establishes agency goals and objectives to be accomplished within available resources. Administrative functions are performed in compliance with all state guidelines and requirements.

Outcome Measures:

User (viewers, listeners, and the educational community) surveys reveal a high level of regard for the programs and services provided by ETV. Financial and procurement audits reveal no major inadequacies. Administrative services are performed efficiently and cost effectively and assist the agency in achieving its goals and objectives.

AGENCY TOTALS*Educational Television Commission*

TOTAL AGENCY FUNDS	TOTAL GENERAL FUNDS	TOTAL FEDERAL FUNDS	TOTAL OTHER FUNDS
\$19,803,490	\$9,556,490	\$82,461	\$10,164,539
	TOTAL NON-RECURRING FUNDS	TOTAL PART III FUNDS	TOTAL FTEs
	\$0	\$0	243.20