

## **I. Transmittal message**

TO: Les Boles, State Budget Director  
FROM: Reba Campbell, Vice-President, Community and Government Relations (for the interim "Office of the President")

I am pleased to attach ETV's 1999-2000 annual accountability report as required by Sections 1-1-810 and 1-1-820 of the 1976 Code of Laws. We appreciate your willingness to extend our deadline on submitting this report due to the recent death of our president.

The agency's priorities are determined by its enabling legislation, the direction provided by the ETV Commission and the clients we serve. Between now and 2003, ETV's focus is on integrating the new digital television capabilities into our existing technical and service delivery infrastructure. Our efforts this year reflect our commitment to ensure South Carolinians are able to take advantage of the new and exciting educational opportunities made possible by digital broadcasting.

Customer groups are prioritized as follows in our mission statement: Early childhood and K-12 education, higher education and healthcare services, business and government services, and community education. We have always allocated our resources based on these priorities and continue to make progress toward formalizing the internal resource allocation process to make business decisions based more on hard data than just qualitative feedback.

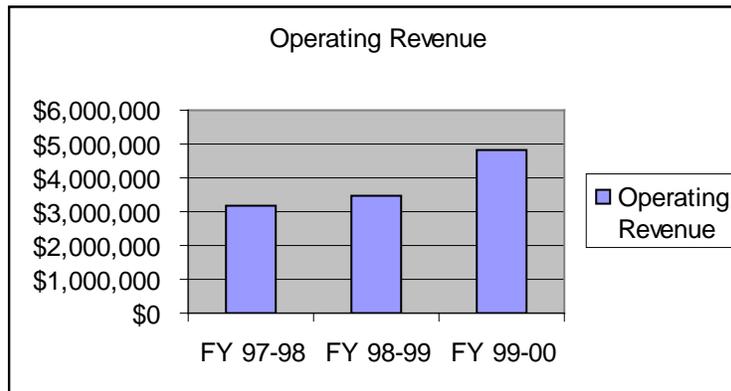
The agency is committed to expanding its internal focus on training for staff so we can better quantify the impact of the services provided to our customers. We are continuing to increase our tracking and evaluation mechanisms to better measure our effectiveness as a facilitator of educational resources. While in many cases the agency must still settle for proxy outcome measures since the ultimate user of an ETV-delivered product is the customer of our customer, ETV is committed to setting in place appropriate performance measures to quantify results.

If you have any questions concerning this report, please contact me at (803) 737-3240.

## II. Executive Summary

ETV's 1999-00 accountability report emphasizes the agency's commitment to lifelong learning using technology to create partnerships and collaborations for cost-effective delivery of educational services. With the advent of new digital television technology, ETV is already positioned to be a national leader to ensure South Carolina can take full advantage of this new technology. When SCETV's first digital station came on-line in 2000, WRLK-Digital became only the 13<sup>th</sup> public television station in the country to make the digital conversion. ETV's priority for the next two years is to gain the funding needed to ensure the additional ten transmitters are converted by the federally mandated deadline of May 2003.

As a facilitator for lifelong learning, ETV made progress toward its goal of building partnerships among educational institutions, government agencies and the private sector to bring educational resources to South Carolinians - from early childhood to adult education. A customer driven organization, we provide the resources to help our clients reach their goals. Through revenue generating opportunities, ETV saw a second year of operating revenue increases allowing the agency to better leverage state funds to provide increased mission-driven educational services.



ETV's annual plan of action is determined by five key business drivers which direct the goals and objectives of each program area:

- providing resources to educators to increase academic achievement based on the state standards among the state's students
- providing outstanding customer service as determined by feedback from clients we serve
- encouraging value-added partnerships and collaborations to provide education, business, and government with education and training opportunities using existing and future digital television technology to increase access to these resources, save money and reduce travel time
- providing cost efficiencies to clients/user groups through the use of technology as evidenced by clients' cost savings
- leveraging private, foundation and federal funds with state appropriated resources to provide increased mission-driven services.

ETV's four priority program areas are as follows:

- Services for Early Childhood and K-12 Education

Through the use of technology, video and other multimedia resources, ETV works to establish partnerships with school districts, the State Department of Education, education-related organizations, and early childhood providers to use technology and educational content to extend the value of classroom resources, provide equitable educational opportunities to every student, and train educators, administrators and caregivers.

- Services for Higher Education/Healthcare

ETV builds partnerships to facilitate delivery of degree and continuing education courses, programs and teleconferences from South Carolina's higher education institutions to citizens of South Carolina, the US and internationally.

- Services for Government and Business

ETV collaborates with government agencies and businesses to increase lifelong learning and training opportunities through distance learning, video and new media resources.

- Services for Community Education

ETV produces and delivers local and national radio and television programs of civic and cultural interest and extends the educational value of these programs through community outreach campaigns.

ETV has made progress in the past year to track customer satisfaction and outcomes. In many cases, this is the first or second year we were able to gather quantitative information to be used in tracking long-term trends. In other cases, we have developed evaluation mechanisms to track the progress and success of services ETV provides.

### **III. Mission Statement**

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

#### **IV Leadership System**

SCETV's senior management team is committed to ensuring staff at all levels are involved in and understand the agency's overall priorities, mission and vision.

Over the next three years, the primary focus of the agency is to ensure the conversion to digital broadcasting is complete so that South Carolina does not lose its statewide educational television network. Leadership in every area of the agency is focused on both the technical and content development issues involved in making this \$40 million conversion. On-going planning, led by the engineering department and supported by the content areas of K-12, continuing education and community education, is essential to the agency's success in making this transition. ETV's staff has put SCETV in a national leadership position in the industry through its technical expertise and willingness to share that knowledge with other stations nationwide. ETV's president and senior staff members have been invited to give papers and make presentations at national meetings, and the agency has been held up as a "best practices" organization for its ingenuity and creativity in addressing the challenges of digital conversion

To stay on top of projects and ensure cooperation among units, vice-presidents located at the main ETV headquarters in Columbia and the four regional managers in Spartanburg, Rock Hill, Sumter and Beaufort all participate in a weekly meeting to share updates on projects and provide feedback to the agency director. Division vice-presidents are encouraged to hold frequent meetings among their individual staffs as a way to extend the information loop throughout all levels of the organization. Monthly written departmental updates submitted to the agency director and shared with ETV Commission members provide on-going feedback to senior management to assess the agency's progress at the division level.

Divisional and regional station planning and prioritization processes are encouraged to ensure staff at all levels remain engaged in the process. For example, WNSC in Rock Hill has included their Community Advisory Board, and their chairman in particular, in developing their station's strategic plan and keeping them on track with the plan.

To involve staff in all locations and at all levels in agency-wide priority setting, SCETV's senior management team met for 2 ½ days at a retreat in March 2000 to ensure priorities and goals are aligned across the entire organization. Discussions at the retreat reinforced the agency leadership's commitment to ensuring resources are prioritized according to the organization's overall mission.

A bi-monthly video newsletter, generally held immediately following ETV Commission meetings, gives staff the chance to provide feedback to the agency director and commission chair through phone-in.

## **V. Customer Focus and satisfaction**

SCETV continues its commitment to quality and effective customer service by developing and training staff in the use of additional data gathering tools such as standardized customer surveys for ETV's various service categories; developing online access to customer surveys; and establishing a method to analyze and identify customer usage, satisfaction level and service/product needs from SCETV.

Accomplishments worth noting in the effort to increase customer satisfaction include the following:

- Continuing Education has developed computerized tools and methods over the last two years that have reduced staff time needed to invoice for the digital audio bridge from 10 work days to just 2 days.
- Radio responds same-day to e-mail and telephone comments. Listening to those comments provided the idea of providing listeners with problem reception information on antennas and in some cases, inexpensive wire antennas (56 cents each). The radio website provides e-mail contact and telephone information for listeners to talk back to radio. Web Trend Analysis was started at the beginning of FY 00-01 so increased data gathering will be available in the next Fiscal Year to better analyze user trends and traffic patterns.
- ETV's Communications Division is the conduit through which general consumer and viewer mail enters the agency. The Communications staff responds immediately to all inquiries and makes the necessary referrals and follow-up within 24 hours.

## **VI. Other Performance Excellence Criteria**

### **Strategic Planning**

The agency began looking into implementing the Baldrige criteria late in FY 2000. Several staff members have attended training sessions. Plans for 2000-01 include starting to incorporate Baldrige criteria into agency-wide planning processes in the next fiscal year.

Over the past two years, the agency has engaged in substantial long-term planning in anticipation of digital conversion. The original 1998 Plan for Digital Conversion was updated in January 2000 to reflect current funding and technological changes. This plan will continue to be the blueprint for digital planning for the agency. SCETV's Plan for the Digital Future has received two awards recognizing its excellence in the state and among national peers.

Educational Radio has individually undertaken a planning process for its own areas of concern and on specific projects. ERN developed a Strategic Planning Intranet site to provide essential research information in one location for radio management and underwriting staff. This site also provides a dynamic program grid, showing program audience levels, costs and revenues along with a program effectiveness measure. This measure is the Cost-per-Listener Hour and is the first of its kind in the nation for a public radio station.

The radio Strategic Planning Intranet site permits overall agency senior management access to key research metrics. Radio management uses these in all planning and to evaluate performance. The figures show a large contrast in expense of making a program locally versus acquisition or partnering. Due to the inability of Educational Radio to add FTEs (the old approach), the department has leveraged productions from other institutions such as Clemson and the College of Charleston. This new approach keeps costs very low while still delivering the product for an audience. The USC College of Journalism partnership is an example. ERN had a need for a news department, but no FTE. Now, the students are the equivalent of 4 FTE newsmen. It provides them real world experience and ERN a news department of very bright journalists.

### **Information and Analysis**

For the past three years, ETV has placed a priority on data collection and its accurate analysis to improve processes and resource management.

Production Department - For the past three years, the agency has been testing and fine-tuning an off-the-shelf software product, ScheduAll, to track production resources and billing. Accountability reports during that time frame reflect our efforts toward fully integrating this software product. During FY 99-00, the process reached a point where it can now provide valuable resource tracking information, so comparative annual information will now be available for future use.

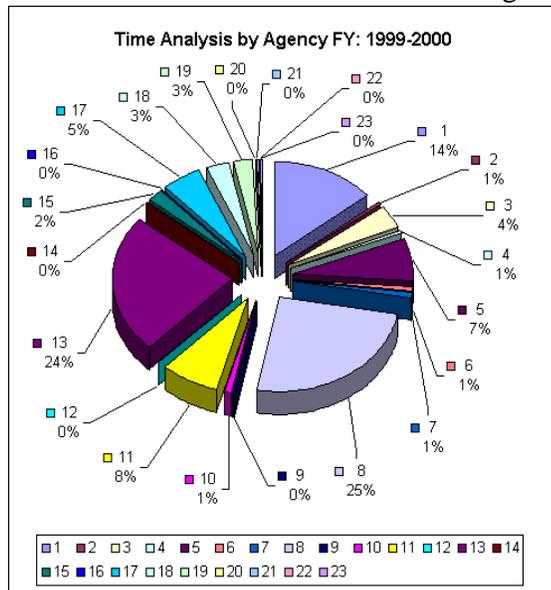
ScheduAll offers three primary advantages: increased efficiency, elimination of data processing redundancy and improvement in support staff productivity. The system will take client requests

from the bid level through final billing. Information is entered only once and is thereafter carried through all operations. By accessing ScheduAll's database, Producer/ Directors can efficiently check existing resource bookings in the studios, edit facilities and field production. They may also check available "open dates" for possible resources that might work for their schedules. Thus they come to supervisors with booking options in hand, eliminating costly time wasted in scheduler's offices trying to look for available openings, resources and personnel that might fit into their production schedules or budgets.

In the coming fiscal year, producers and directors will be able to access ScheduAll's database to produce quotes/budgets for clients and projects. These quotes and budgets can then be accessed and tracked for the duration of the project. This process eliminates any non-committed budget overruns. The data encased in the Quotes Manager is interchangeable and can be massaged at inception or at any point in the process to get the most productive and cost efficient use of personnel and resources possible.

As this is a data base intensive program, using a shared server was found to be inefficient. In the fall of 1999, a Sequel Server and software was purchased to further enhance the speed and productivity of those using ScheduAll. This server, which came on line in February of 2000, has helped the managers that utilize ScheduAll as a tool, as the speed to schedule or change work orders and run reports has more than tripled. It has further accelerated the use by the ScheduAll Supervisor and the Budget Resource Manager in the constant daily use of the system for data inputting, processing and tracking.

The grid below illustrates how production resources are allocated by functional areas and can now be tracked to ensure resources are being assigned according to agency priorities.



1) Administration	3301.25
2) Business Link	168.5
3) Communications	935.5
4) MIMS HUB	125
5) Cont. Ed.	1742.88
6) Multi Media	206.5
7) Distance Learning	163.5
8) ITV	6065.68
9) NETA	65
10) Natl Prgm	220.5
11) Production	1884.75
12) Public Info	12
13) Programming	5663.58
14) School Services	99
15) PSN	468.77
16) Radio	16
17) Endowment	1253.42
18) SERC	758
19) Teleconference	607
20) News Uplinks	82.33
21) WNSC	28
22) WRET	13
23) WRJA	69.5
<b>TOTAL HOURS</b>	<b>23949.66</b>

Radio - Use of Target Analysis enabled Radio to evaluate its best practices performance in comparison with stations of similar size. Target Analysis sets a station's financial performance in a matrix, which includes its audience composition to measure its financial production and potential.

In addition, radio senior management participates in the Joint Licensee Public Radio Fundraising Collaborative, which uses Target Analysis metrics to compare financial performance of each member station in the collaborative against the others, to define best practices and seek improvement in generation of non-tax revenues. In, FY2000, SCERN was the top station among all Target Analysis subscribers in underwriting receipts growth at 99%, above WBEZ Chicago, #2, at 95%. In our tier of stations, B, which reflects audience size, we are third to WXPB Philadelphia (#1) and WOPB Oregon (#2) in Total Audience Revenue increase for FY2000 at \$110,843 or a 7% increase.

Engineering - SCETV's engineering department uses data gathered from public television stations nationwide to benchmark SCETV's progress on digital conversion. As the nation's 13<sup>th</sup> public television station to go digital in March 2000, SCETV's WRLK-D became South Carolina's first digital television station. The next chart illustrates the progress of the four state networks with funding and infrastructure challenges similar to SCETV's. By tracking our progress compared to

other similar states, SCETV is able to take advantage of research and development initiatives of other stations, while, at the same time, sharing our own expertise.

	<b>Total funds needed</b>	<b>State funds requested</b>	<b>State funds appropriated to date</b>	<b># transmitters/# converted to date</b>
<b>Alabama</b>	<b>\$20 million</b>	<b>\$10 million</b>	<b>\$ 4.5 million</b>	<b>9/0 (all on order)</b>
<b>Arkansas</b>	<b>\$23 million</b>	<b>\$14 million</b>	<b>\$ 3.7 million</b>	<b>5/0</b>
<b>Kentucky</b>	<b>\$68 million</b>	<b>\$34 million</b>	<b>\$6 million</b>	<b>16/1</b>
<b>Nebraska</b>	<b>\$59 million</b>	<b>\$59 million</b>	<b>\$60 million (long term bond funds including interest)</b>	<b>9/0</b>
<b>South Carolina</b>	<b>\$40 million</b>	<b>\$30 million</b>	<b>\$10 million</b>	<b>11/1 (2 on order)</b>

Continuing Education - SCETV’s Continuing Education Division has implemented new tracking processes to identify how resources are allocated and correlate this information to revenue and appropriated funds.

	<b>Events</b>	<b>Revenue</b>	<b>Hours</b>	<b>Cost</b>	<b>Xmissions</b>	<b>Productions</b>
<b>BusinessLink</b>	152	73,093.00	0	0	152	6
<b>Higher Ed/Med</b>	7,365	57,743.00	11,618	130,702.50	7,365	27
<b>State Agencies</b>	352	56,542.00	0	0	352	37
<b>PSN</b>	896	254,684.00	900	10,125.00	896	47
<b>Scripted Services</b>	62	126,739.10	0	0	0	62
<b>B&amp;G Bridge</b>	1,047	76,763.00	0	0	1,047	0
<b>Higher Ed/Med Bridge</b>	170	26,870.00	0	0	170	0
<b>K12 Bridge</b>	391	0.00	0	14,149.02	391	0
<b>Totals</b>	<b>10,435</b>	<b>672,434.10</b>	<b>12,518</b>	<b>154,976.52</b>	<b>10,373</b>	<b>179</b>

### **Human Resources Focus**

SCETV has designed work processes to promote collaboration, initiative and flexibility among departments.

During the year, departments within Production, Programming and Engineering were realigned into functional areas to avoid duplication of efforts and encourage a more streamlined approach to resource allocation.

Cross-departmental collaborations were established to encourage a common message in promotion and on-air look of programs, to track grant opportunities across functional areas and to allocate production resources.

- A “Making It So” committee was established to provide cross-departmental communication related to productions, promotion, on-air look and on-line presence. This committee has resulted in a more streamlined process of conducting publicity and a common look on printed, on-line and on-air promotion.
- A Director of Grants was hired in January 2000 to streamline the agency’s grantmaking process to include cross-departmental teams to develop grants. In the six months of 2000 that she was on board, ETV applied for 16 grants with three being funded, four being rejected and eight remaining pending. Twelve of these applications were in partnership with other organizations, leveraging ETV’s areas of expertise with other organizations to provide increased strength to the application process. Inter-departmental teams within the agency worked on each grant application with the grants director providing a better quality application process
- Weekly meetings of the Program Information Exchange Group (PIEG) put a process in place to allocate resources and estimate revenue from production projects. Before a project can enter the system, a budget must be produced and the project is assigned a tracking number by the PIEG committee. This has streamlined the process of assigning resources and tracking revenue with the assistance of the ScheduAll software.

To facilitate training for staff involved with the DTV conversion, SCETV brings in vendors and other authorities on matters of DTV to train staff, plus ETV plays a leadership role in the industry statewide by sharing this training with colleagues around the state. With all new DTV equipment, ETV purchases training.

SCETV encourages staff’s involvement in professional and training organizations with many staff holding leadership positions in these organizations including the president and vice-president the Society of Broadcast Engineers; and board members for the Columbia Ad Club and the Public Relations Society, and the Partnership for Distance Education; as well as national public television organizations like the Organization for State Broadcasting Executives, National Educational Telecommunications Association.

Radio began collaboration with the University of South Carolina’s College of Journalism and Mass Communications in January 2000, partnering with its Broadcast Senior Semester. This collaboration allowed students access to radio workspace and radio to use stories produced by the students on air. Over 110 stories were broadcast during the spring semester. This partnership gave students real world experience without any FTE additions on the part of the University or South Carolina Educational Radio.

In FY 99-00, SCETV began paying a performance bonus of \$250 to \$450 to employees evaluated this year based on their evaluation scores within the division. As well, the Spirit of Excellence Award annually recognizes one employee for his/her outstanding service to the agency.

All new employees receive general safety training, Driver's Safety training and safe equipment operation training. We provided lockout/tagout training for our engineering people. Guards are always on duty after office hours to walk employees to their cars.

### **Systems and process for assuring quality of services**

It is imperative for our employees to understand our audiences' needs (external customers) and blend technologies using cross-department methodologies to deliver innovative products to ensure consistency in program delivery. The advent of digital television introduces to producers an opportunity to reach much larger audiences, deliver targeted messages and the potential to craft higher quality, vigorous content.

To ensure all projects are accurately and consistently tracked, the origination of a project generates budgets, personnel and facilities scheduling, and assembling of internal accountability data.

The utilization statistics generated through ScheduAll and other time reporting procedures provide Production Department managers with a data review of weekly, monthly, or yearly reports depending upon need and the question posed. Efficiency measures serve as a catalyst for retooling to achieve priority outcomes defined as increasing revenues, seamless workflow, swifter performance, and delivering dynamic content in both broadcast and multi-media products.

VII Description of Programs or Key Results Areas

**Priority Ranking : 1**

**Program name:** Services for early childhood and K-12 education.

**Program Cost:**

State funds: \$ 6,110,769

Other funds: \$ 2,486,693

**Program Goal:** SCETV seeks to work directly with South Carolina’s school districts to encourage utilization of existing resources and to develop, produce, and deliver broadcast and on-line programming specifically designed to meet their educational needs. Through distance learning and the Internet we seek to eliminate geographic or economic barriers in the state, thus providing equal access to learning opportunities for all students and to provide a direct link between SCETV and the educational community throughout the state.

**Program Objectives:**

- Provide up-to-date information to schools and general public concerning educational programming and services provided by SCETV and promote the utilization.
- Provide assistance to districts as they identify needs which might be met through Short Distance Learning Project and assist in the implementation of such projects.
- Work with established advisory groups (Distance Education Learning Center coordinators, superintendents, and media specialists) to identify and address regional and/or statewide educational concerns, which can be addressed through the use of SCETV facilities, services and/or network.
- Continue work on statewide ITFS expansion to see it to completion.

**Program Results:** School Services conducted weekly telephone bridge meetings with as many as 45 representatives from SCETV’s School Services, ITV, Engineering, Network Technical Services (NTS), and DELC personnel to identify and address needs and concerns ranging from instructional opportunities to ITFS technical installations.

Program Results: SC students participated in the following distance learning courses:

Course	# students	
AP history	28	Statewide, full year
	31	Statewide, block semester
Spanish I	379	Statewide, full year
Spanish II	56	Statewide, full year
Middle School Spanish	16,000	Statewide, four quarters
Middle School German	8000	Statewide, four quarters
Middle School Latin	6000	Statewide, four quarters

Teacher recertification	1100 (teachers)	Six recertification courses
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**Program Results:** The 1999-2000 Distance Education Learning Survey provided SC ETV with information related to the effectiveness of the DELCs. The DELCs produced formal classroom instruction courses in which a total of 1,036 high school students were enrolled. Of the 782 students whose grades were reported, 682 (87.2%) received a passing grade; of the 682 students passing courses, 302 (44.3%) were enrolled in courses for dual college and high school credits. Sixteen of the 33 DELCs reported offering local staff development opportunities; 9 of the DELCs offered student enrichment programming; the Aiken DELC offered Elementary Spanish to 11,108 students at 19 of their schools; the Greenwood DELC produced 23 one-hour programs in its "Focus" series; the Lancaster DELC, in cooperation with the district's Broadcast Journalism class, produced 116 half-hour enrichment programs which were broadcast not only to all their schools, but to the community access channel which feeds into the homes; the Horry County DELC provided "Homework TV" from 5:00-6:00 pm countywide from their studios. All of this educational media content is distributed to the classroom through the SCETV ITFS system.

**Program Results:** ETV's Multi-Media Department provided web-based content which addresses State Curriculum Standards available through a new K-12 Internet portal, <http://www.Knowitall.org> which came on line in FY 99-00 to leverage SCETV's existing video content to create new Internet-delivered instructional modules by re-purposing resources in the vault. These resources are available to every school, library, and home in South Carolina with Internet access. The project is funded through the Governor's K-12 Technology Initiative.

Activity in the past year includes:

NatureScene Interactive - 40 Virtual Field Trips on-line now, 40 more in production.

Search ETV - 700 hours of streaming media and over 1000 photographs searchable by keyword, Dewey Decimal Number and SIRS subject heading.

Let's Go! - Virtual field trips to historic places in SC using QTVR technology for a self-navigating, highly interactive experience.

SC Image Collection - 1000 image collection originally published in limited quantity by USC

The Caroliniana Collections - Digitized collections from the South Caroliniana Library including: African Americana - A Century of Collecting at USC. This exhibit honors African-American contributions to 20th century South Carolina.

S. C. Images Postcard Collection - South Carolina history in postcards from the early through mid-20th century.

Yesterday's Children - Visual archive of our children's lives in the early 1900s.

10,000 copies of a CD-ROM containing all the current Internet browsing tools were sent to all schools and libraries in SC as a convenience to media specialists and teachers.

**Program Results:** ETV facilitated three statewide televised meetings for the School Improvement Council Assistance (SICA) program. These broadcasts provided an opportunity for SC ETV to assist SICA in their efforts to reach the more than 16,000 parents, students, educators and community members who serve on local School Improvement Councils (SIC). Members were able to hear and interact about topics from effective operations of SICs to the new science and social studies standards, from SIC bylaws to Middle School and Parent Involvement Task Forces recommendations. Based on survey responses of 73 of the 86 school districts, 65 of the

districts viewed one or more of the broadcasts live and/or taped the broadcast for later use by the schools. The broadcasts were taped for use by local educational access channels, specifically Horry County School District and Richland District 1 aired the programs six times reaching a broad audience beyond the SIC membership.

**Priority ranking:** 2

**Program name:** Higher Education and Healthcare Services

**Program cost:**

State funds: \$ 1,848,785

Other funds: \$ 47,294

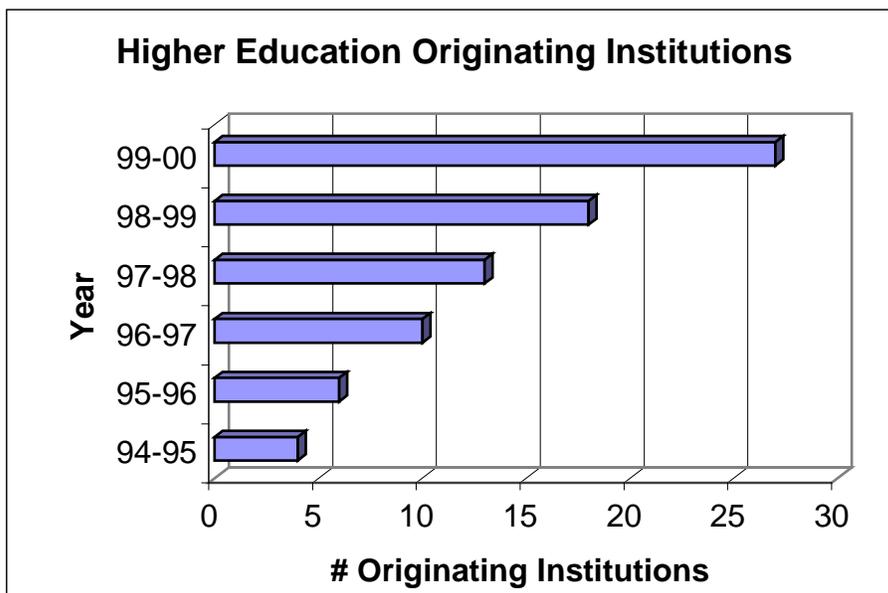
**Program Goal:**

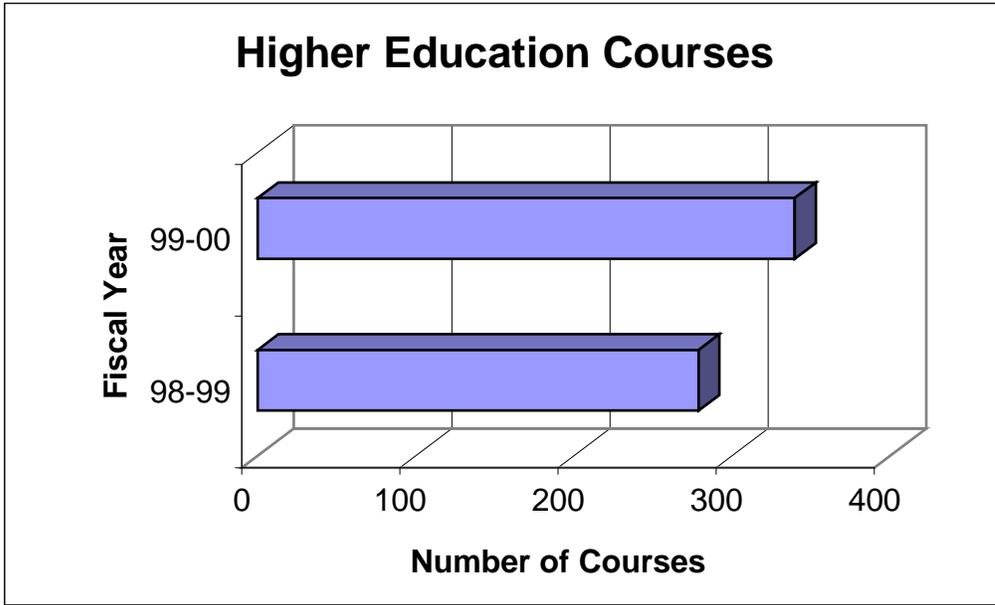
To facilitate delivery of degree and continuing education courses, programs and teleconferences from South Carolina higher education institutions and medical institutions to citizens of South Carolina, the US and internationally.

**Program objectives:**

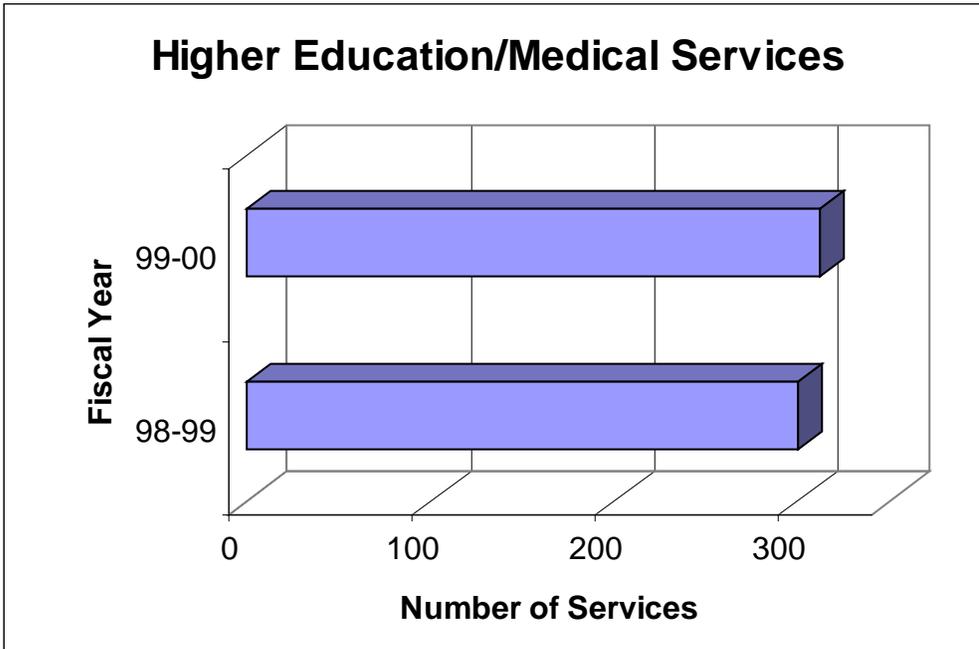
- Develop partnerships with the state’s public and independent colleges and universities to deliver distance education courses both degree and non degree.
  - Actively participate in the SC Partnership for Distance Learning, a consortium of higher education institutions, state agencies, private business and industry.
  - Provide continuing education programs for the healthcare community in the state, nationally and internationally.
- X Establish partnerships with state, local and national government agencies, non-profit groups, educational institutions, business and industry to meet their education and training needs through the delivery of higher education products.

**Program Results:** SCETV’s Higher Education Department continued to see increased usage of the satellite system by colleges, universities and medical institutions in FY 99-00.





The number of courses offered each year over the digital satellite network continues to increase.



The digital satellite network is widely used by the higher education and medical institutions to deliver continuing education training and to receive programming from other satellite sources.

With digital television coming on line around the state, SCETV began looking at partnerships in FY 99-00 to bring higher education classes directly to the home through DTV. Pilot projects will begin in FY 00-01.

**Priority ranking:** 3

**Program name:** Services for government and businesses

**Program cost:**

State funds: \$ 1,599,984

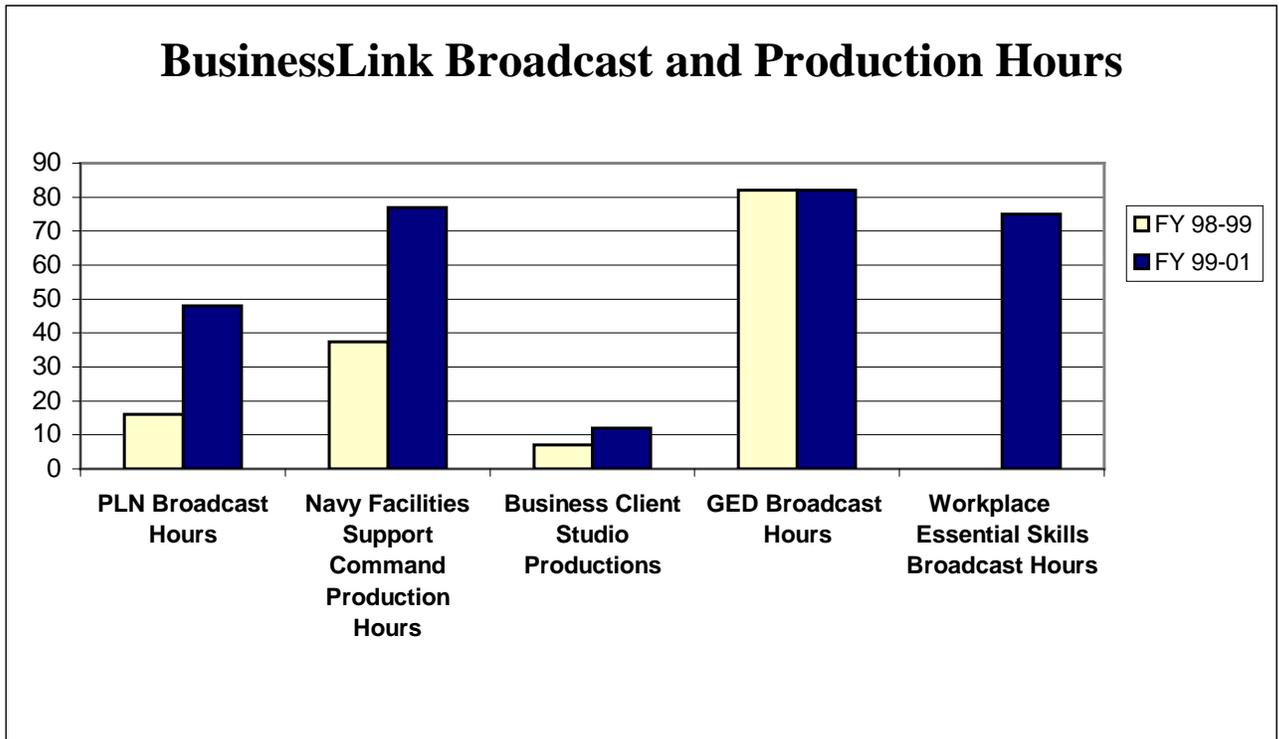
Other funds: \$ 416,764

**Program Goals:** Increase lifelong learning and training opportunities for governments and businesses through distance learning, video and new media resources.

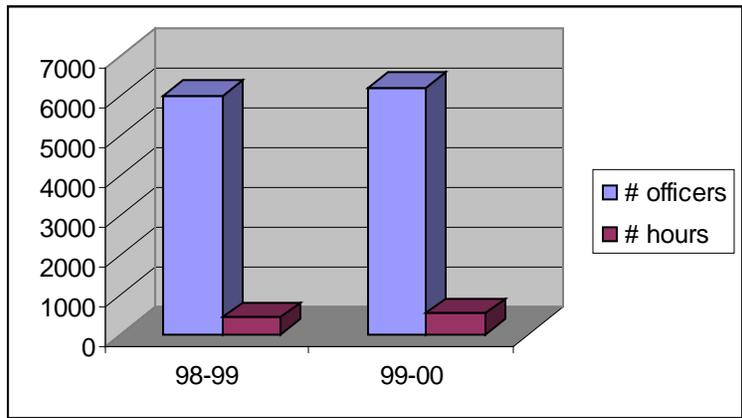
**Program objectives:**

- X Encourage business growth in South Carolina and increase lifelong learning opportunities for adults by delivering education and training via distance learning to the workforce in the workplace.
  
- X Provide state agencies and local governments with staff development training and continuing education resources via distance learning and video resources.
  
- X Establish partnerships among user groups to encourage economies of scale in program production or purchase.

**Program Results:** SCETV's BusinessLink service provides economic development services to the state through training and educational services

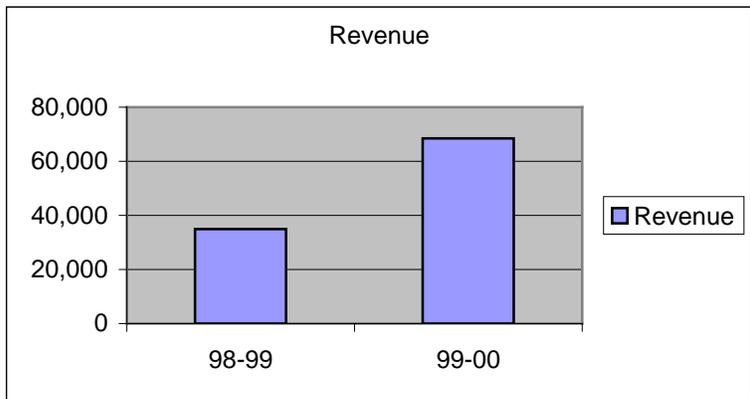


**Program Result:** The Criminal Justice Academy utilized the ETV satellite system to deliver 525 hours of training to officers throughout the state. Approximately 6200 police officers received mandated courses in this manner. Savings in overtime pay alone equal approximately \$630,000 considering an average rate per hour of \$16.00 with each officer required to attain six hours annually. The broadcast hours represent an 8% increase over last year.



Programming obtained from free national sources such as the FBI Academy, FEMA, National Fire Academy, and the Department of Justice allowed PSN to broadcast 480 hours of programming covering a myriad of public safety topics to professionals throughout the state at no charge.

**Program Results:** State Agency Teleconferencing Projects increased by 14 percent with a 76 percent increase in revenue over FY 98-99.



**Program Priority:** 4

**Program Name:** Community Education Services

**Program Cost:**

State funds: \$ 1,372,925

Other funds: \$2,496,604

**Program Goal:**

To produce, fund and deliver local and national radio and television programs of civic and cultural interest and extend the educational value of these programs through community outreach campaigns.

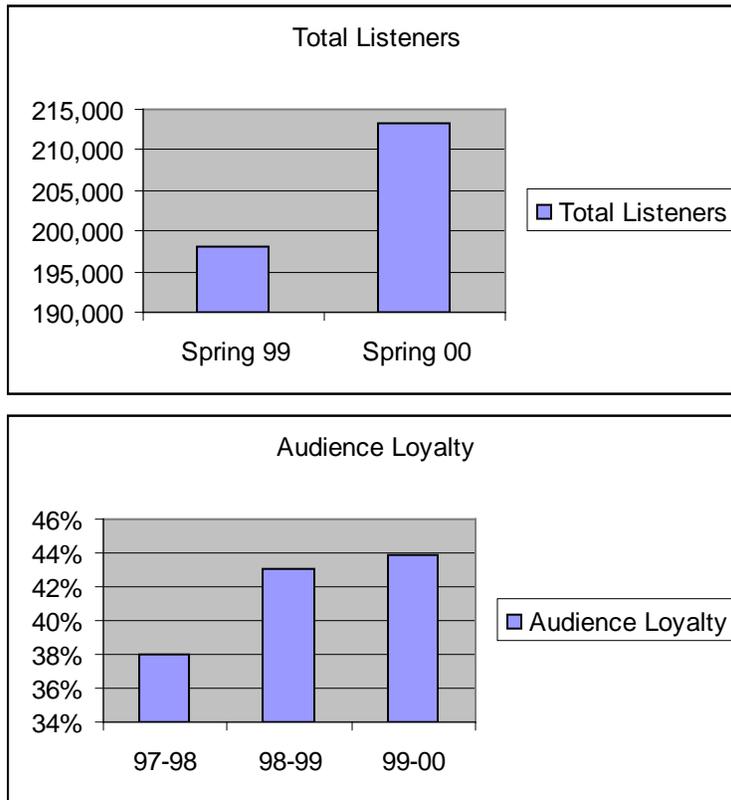
Program objectives:

- X Encourage a forum for the public exchange of ideas through television and radio programs that encourage citizen participation.
  - Increase local television and radio underwriting efforts, Endowment fundraising efforts and innovative programming partnerships to support funding of these programs.
- X Provide public radio programming 24-hours-a-day to all of South Carolina which meets the diverse needs for information and quality music not available elsewhere.
- X Provide emergency information services through television, radio and closed circuit resources.
- X Expose citizens to a diversity of high quality artistic and cultural endeavors, along with new perspectives on South Carolina life.
- X Extend the value of ETV's on-air programming through outreach campaigns to the general public and to schools.

**Program Result:**

Radio audience numbers increased in total listeners served and in loyalty of listeners indicating continued listener satisfaction with ERN's programming and customer service.

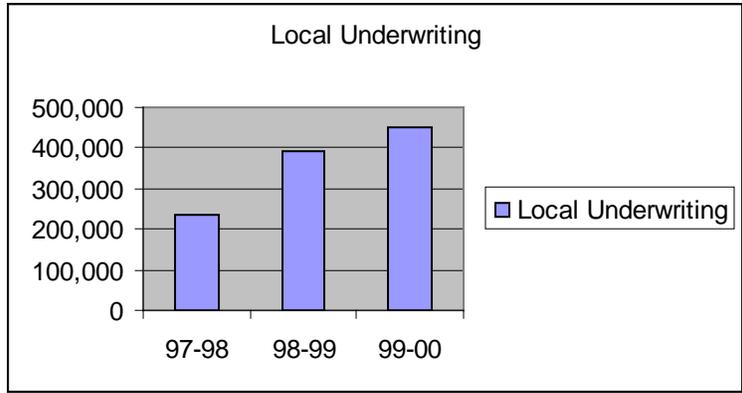
Total listeners served increased 8 percent (Cumulative, nonduplicated listeners)



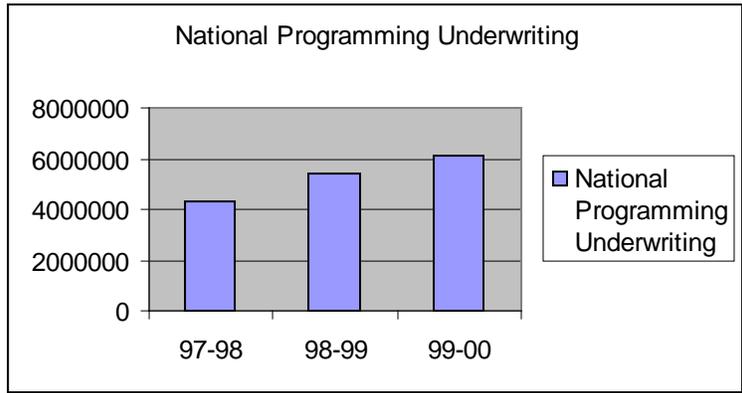
Loyalty is the measure of a listener listing one station as the ONLY station they listen to, or the first choice among several stations. For listener satisfaction, Arbitron measures listeners' "loyalty" through use of the station programs. These are the percentages of SCERN's listening public who either listen ONLY to SCERN, or SCERN is their FIRST choice among all other radio stations in their community. Increases from FY98 to FY00 indicate growing audience satisfaction by their choice of SCERN exclusively or first as their station. Loyalty over 40% is considered the industry benchmark figure for public radio stations, which enjoy higher loyalty than commercial stations.

**Program Result:** Significant changes were made in the broadcast television schedule in an attempt to draw new viewers and members and better meet the needs of existing viewers and members. ETV staff was assisted by a professional team of researchers from PMN Trac. As anticipated, the initial reaction was a slight drop in television viewers; however, the programming department has indications significant ratings increases will result in FY 00-01 due to the program schedule changes.

**Program Result:** Local underwriting continues to increase as additional staff members seek out new partners to share the expense of local program production.



**Program Result:** The Development Department continues to see increases in national programming underwriting.



**Program Result:** Television and radio pledging increased for the third consecutive year. Funds raised from on-air fundraising are used to purchase programs for ETV’s television and radio stations. In August of 2000, the ETV Endowment acquired new pledge software and hardware from TracMedia. This software is specifically designed to capture information during a pledge drive in real time. Prior to this software, we took pledges on paper. This system has improved and streamlined the process of gathering pledge information. It's the first time that demographics have been collected so we know exactly who our audience is at that moment. Thus, we can schedule programs more knowledgeably

	Amount raised	# of Pledges
97-98	\$1,008,261	11015
98-99	\$1,184,823	12870
99-00	\$1,716,687	15979