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ANNUAL REPORT

of the

SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION

For The Fiscal Year

From July 1, 1975 to June 30, 1976

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INTRODUCTION

This report is an in-depth study of the South Carolina Educational Television Commission, its goals, objectives and accomplishments of the past year.

Goals and objectives have been determined on the basis of the demands being made for educational communications service by the citizens and agencies of the State of South Carolina. These demands for service, tempered by knowledge of past activities and existing resources for the production and transmission of educational materials, have been used as the basis for meeting these major objectives.

This report reflects the accelerated use of ETV and its increased effectiveness. Educational television has truly come of age in South Carolina. The major elements of a long-planned, comprehensive educational communications system have been established. Services to the remaining unserved schools and areas of the State are being completed on a carefully planned, systematic basis.

The ETV budget, in spite of the many services provided to all levels of education, represents less than 1.5% of the State's total education budget. ETV represents the most economical, effective, and often the only method for making many educational resources and services available to all schools throughout the State. Through ETV the State is better able to respond to ever-increasing educational problems, and to meet present and future needs — squarely, realistically and economically.

A national long-range ETV task force recently completed work on a comprehensive plan for providing substantial national funding in support of ETV operations across the country. They turned to South Carolina for its past vision of ETV's potential to assist education at all levels. As major background information, they used the original South Carolina plan for ETV development. Once again South Carolina's ETV system has been singled out as a model for others to imitate.

ETV has the opportunity to take advantage of its head start in development. By continuing with the systematic completion of the system, ETV can maintain its position of leadership and be in line to receive an optimum share of forthcoming national funding for support of ETV activities.

By moving ahead, ETV can also come much closer to meeting the greatly increased requests for use of the system coming from all levels of education. These requests are moving rapidly beyond the Network's capacity to provide service, and the use of ETV has been increasing at an accelerated pace at all levels.

In 1975-76, the use of ETV services by the public schools increased by 13.3% over 1974-1975, to a total ETV course enrollment of 1,097,032 serving 272,171 individual public school students throughout the State.

In 1975-76, ETV completed its first year of in-school broadcasting in the relatively new field of Educational Radio, an effective and inexpensive tool to supplement and enhance television. Even with the limited transmission capacity available and with only 153 radio receivers in schools, utilization figures were startling. Total course enrollment for Educational Radio was 23,938, with 10,502 individual students utilizing the medium.

Similarly, in other areas, ETV use increased in both numbers served and numbers and varieties of courses presented. Public education has concluded one of the most difficult periods of its history. Emphasis is again being placed on instructional quality and on up-lifting educational standards. ETV can play an increasingly important role in this up-lifting process through its capacity to provide superb resources to all schools.

1975-76 was particularly highlighted by services in higher education and to state agencies. South Carolinians were offered four college courses for which they could obtain credit without leaving their homes. This service, paralleling the famed British "Open University," allows participants to further their college education in the most economical way possible, without interrupting their personal or professional lives.

In addition, over 60 three-credit-hour college courses were offered through ETV's unique closed circuit network, including courses leading to Master's degrees in business administration and engineering and science, as well as other business administration courses and courses in education, math and computer science, government, and health education. Courses for advanced placement of high school students were offered.

Improved and increased service to State agencies resulted in savings of over a million and a half dollars to the State, through statewide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings.

Continuing education services for South Carolina's medical and paramedical personnel at all levels continued to be increased and upgraded, as did training and information services for other professional groups in the State. The latter includes law enforcement officers, business and industrial personnel, attorneys, and many other groups. Eighteen thousand South Carolinians were enrolled in basic adult education courses designed to upgrade their skills in high school equivalency fields.

One out of every seven South Carolinians (368,458) was enrolled in formal course credit over ETV.

HISTORY

The following brief outline of the development and accomplishments of South Carolina's educational television system is included for reference purposes and as a basis of comparison for future developments.

1. 1957-58 — The General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. R. M. Jefferies, Jr., was chairman of the subcommittee that carried out this study. On March 11, 1958, that committee recommended that a pilot project be set up in one Columbia school.
2. 1958-59 — In the summer of 1958 a studio was built at Dreher High School and equipment installed under the direction of Henry J. Cauthen, technical director. During the school year, French and geometry were offered and the project was evaluated by R. Lynn Kalmbach of the Columbia City Schools. Public school ETV course enrollment — 300.
3. 1959-60 — Educational television services were extended to five Columbia area schools and algebra was added to the programming originating from Dreher. Public school ETV course enrollment — 1,500.
4. 1960-61 — The General Assembly created the South Carolina Educational Television Commission with R. M. Jefferies, Jr., serving as chairman. The Commission selected R. Lynn Kalmbach as general manager. Four courses were offered on video tape to 31 schools in 11 counties. To provide this closed circuit expansion, the first reduced tariff rate for educational television in the nation was negotiated. Public school ETV course enrollment — 3,300.
5. 1961-62 — ETV course offerings were increased to seven. State agencies began utilizing ETV for continuing professional education with a pioneering program in post graduate medical education. For the first time, continuing professional education for South Carolina teachers was available through the ETV system. The closed circuit network was extended to include 50 schools in 26 counties. Public school ETV course enrollment — 14,400.
6. 1962-63 — ETV course offerings increased to eleven. The closed circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, all university extension centers, five private colleges, two private high schools, and ten hospitals. Public school ETV course enrollment — 18,500.
7. 1963-64 — In September, the ETV Network signed on its first open circuit station, WNTV, in Greenville, with WITV in

- Charleston signing on a few months later. ETV course offerings continued to expand. Public school ETV course enrollment — 47,200.
8. 1964-65 — With the State in the midst of a dramatic business and industrial expansion, specialized training for personnel in these fields was offered. The closed circuit network continued to expand and funds were appropriated for the third open circuit station to be located in Columbia. In June, General Manager R. Lynn Kalmbach passed away. Public school ETV course enrollment — 88,700.
 9. 1965-66 — Henry J. Cauthen was named Executive Director of the ETV Network. ETV services expanded and diversified, offering elementary school series, programs for the general public, and increased series for continuing professional education with special emphasis on teacher education. The nation's first statewide program for training of law enforcement officers was begun. Public school ETV course enrollment — 116,300.
 10. 1966-67 — The Columbia open circuit station, WRLK-TV, signed on and was named in honor of the late R. Lynn Kalmbach. Extensive programming for elementary schools was offered for the first time through the three broadcast stations. ETV offerings for the public schools reached a total of 32 courses. Construction was begun on the next two stations of the State's open circuit network. Public school ETV course enrollment — 172,900.
 11. 1967-68 — WJPM-TV, Florence, signed on September 3 and was named for the Honorable James Pierce Mozingo, III, of Darlington. On September 5, WEBA-TV, Barnwell, signed on and was named for the Honorable Edgar Allen Brown of Barnwell. A demonstration project of multi-channel closed circuit transmission was initiated in 46 secondary schools in Greenville, Florence, and Darlington Counties. Public school ETV course enrollment — 194,000.
 12. 1968-69 — On the basis of highly successful initial results, two additional channels were added to the Florence and Greenville multi-channel projects. In January, coverage for the Rock Hill area was added through the utilization of a translator. The Southern Educational Communications Association (SECA), a non-profit organization consisting of nearly half of the ETV stations in the nation (serving states from Maryland to Texas) was organized and headquartered in Columbia. At this time, the national public broadcasting network was established interconnecting all ETV stations in the country and the South Carolina ETV Network became the feeder point for all ETV stations in this Southern

- section of the country. Public school ETV course enrollment — 327,420.
13. 1969-70 — Two additional channels and three schools were added to the closed circuit multi-channel network in the Spartanburg area. The nation's first live domestic satellite transmission was organized in Columbia by the S. C. ETV Commission. This historic program was transmitted from Columbia for live broadcast in Los Angeles, California. Public school ETV course enrollment — 472,362.
 14. 1970-71 — The University of South Carolina in cooperation with the ETV Commission began a program of graduate study for South Carolina businessmen who wished to work toward an advanced degree in Business Administration. Classes were transmitted "live" over the ETV Network to thirteen receiving classrooms throughout South Carolina. Each receiving classroom had "talkback" facilities so that all students could have direct audio contact with the professor and/or other students. Students who qualified for admission to the program could complete all degree requirements in three calendar years while continuing regular employment. Similar talk-back programs were being conducted for teachers and nurses and other programs were scheduled to begin with various agencies and educational institutions. Color mobile facilities were placed in operation permitting the production of programs in every community in the State. Public school ETV course enrollment — 476,186.
 15. 1971-72 — System expansion was accomplished through the wiring of 1,042 classrooms in elementary schools to receive the broadcast stations and through the extended use of portable video tape recording equipment throughout the State. The system's impact on the national educational broadcasting scene was increased through the production of programs for national broadcast, through the election of President and General Manager Henry Cauthen to the Board of Directors of the Public Broadcasting Service, through Network participation in the planning of an Adult Learning Program Service, and through additional national and regional programming awards. A color studio facility was put into operation and local instructional programs were first produced in color. The Network was again studied intensively; it was again unanimously praised by its appraisers. The Governor's Management Review Study Commission not only proclaimed that the Network was "accomplishing its mission" but also, among other favorable recommendations, recognized that the transmission system should be extended to every school and teacher in the State for both economic and educational reasons. It further rec-

ommended that new production and transmission headquarters facilities were required for efficient operation. Support of ETV was further evidenced by the passage by the General Assembly of \$3.6 million in bonds to extend open circuit coverage in the State. ETV public school course enrollment — 515,949.

16. 1972-73 — The Network began operation of its FM educational radio network with the sign-on of WEPR in Greenville. This made possible the beginning of numerous services for blind and other handicapped South Carolinians. The closed circuit network was being expanded to 31 additional schools, higher education and other locations and 97 schools received increased multi-channel service. Local origination facilities, including studio and network programming capabilities, were created for the Columbia schools. Higher education institutions began receiving a second channel of service in 16 locations to make possible multi-channel origination for the innovative MBA and parallel programs. Further increases in services to the public schools, to higher education, to adult education, and to children's programming occurred. Public school ETV course enrollment — 608,991.
17. 1973-74 — The S. C. Educational Radio Network increased its services to the state with the sign-on of WSCI in Charleston, the second of five projected stations in the radio network. Federal funds were also granted to construct another educational radio station in Sumter, and the General Assembly authorized \$2.2 million in bonds to further extend open circuit coverage. Henry Cauthen received a Presidential appointment to the National Council on the Arts. ETV services to higher education increased dramatically — 58 courses offered for college credit. The General Assembly authorized bonds to permit the construction of a permanent ETV headquarters and studio facility. The closed circuit network expanded multi-channel service to 139 additional schools. Installation was completed of an Instructional Television Fixed Service in Florence County which serves 17 schools, 11 of which, prior to installation, received no closed circuit programming. This new concept for transmission and reception of instructional television allowed many schools to receive instructional programming at a substantial savings. An expanded system of television reception and special scheduling was provided to support the highly innovative quinmester program in the Rock Hill area. Public School ETV course enrollment — 783,938.
18. 1974-75 — The ETV Network began construction of long-planned transmitting stations for Beaufort and Sumter; simultaneously, those two communities began construction on the production facilities to produce programs for those stations and

the regional distribution centers of the closed circuit network in their respective areas of the State. The local tape and delay center for rebroadcasting instructional programs for the Spartanburg schools began operation. A teaching studio was created by the Lake City schools for feeding the 2500MHz system constructed last year and for teaching electronic maintenance and production to high school students. Closed circuit service was improved by installing a second channel of service in 44 schools; a third channel in 116; second and third channels in 5; a fifth channel in 1; fourth, fifth and sixth channels were added to 5 schools, and 21 schools were connected to the network which had never previously received any closed circuit service. In summary, closed circuit service was upgraded in 192 schools throughout the State. The most dramatic increases in ETV services were in the field of Higher Education. Five open circuit courses were offered for college credit at home and more than 50 full credit courses were offered on closed circuit. Improved and increased service to State agencies resulted in well over a million dollars in savings to the State through state-wide conferences held over the closed circuit which eliminated the travel and expenses normally associated with such meetings. One out of every eight South Carolinians (318,167) was enrolled in formal course credit over ETV. Public school course enrollment alone increased by 23.5% over the previous year. Public School ETV Enrollment — 968,411.

19. 1975-76 — WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort signed on in early September as the first of a series of additional S. C. ETV program outlets with local production studios provided by local communities. In addition, local funding was approved for studio facilities in Rock Hill, Spartanburg, Conway and Aiken, with construction complete at York TEC in Rock Hill. In the field of higher education, 5,205 were enrolled in one of over 60 college credit courses offered over the ETV closed circuit or broadcast facilities. Educational radio services expanded dramatically with 20 Instructional Radio courses offered for the first time beginning in February. Over 10,000 students were enrolled in these classroom courses. Radio service was also expanded to include transmitting stations WMPR-FM from Sumter, and WLTR-FM from Columbia. A total of 178 products were produced for 34 state agencies and seven state associations at notable out-of-pocket savings to the state. Programming for the medical profession rose to 10 hours per week. STUDIO SEE, a S. C. ETV-produced program series for adolescents, was selected as one of the 28 programs to be presented nationally in the 1976-77 season by the Public Broad-

casting Service. Eighty Instructional Television courses were offered for the public schools with an enrollment of 1,097,032.

The South Carolina Educational Television Commission was created to provide a comprehensive educational opportunity for all the citizens of the State. From its inception, the educational television system has been committed to the ambitious task of uplifting, broadening, and diversifying educational opportunities for all South Carolinians, regardless of age, educational level, or location. The Commission and its Network have received acclaim from around the world for its carefully designed, comprehensive transmission system and for its innovative programming and award-winning production accomplishments.

The Commission's statutory authority is contained in Section 21-60 of the Code of Laws of the State.

UTILIZATION AND SERVICES PROVIDED

ETV Courses by Grade Level

PRESCHOOL

Ripples

GRADE 1

The Letter People
Words Are for Reading
About Books: Primary
How Can I Tell You
Number Train
Ripples
Just Wondering
Art & You
Time for Sounds 1
Ready? Set. . . Go!

GRADE 2

Words Are for Reading
About Books: Primary
How Can I Tell You
The Electric Company
Adventures in Mathematics
All About You
Ripples
Just Curious
Art & You
Time for Sounds 2
Ready? Set. . . Go!

GRADE 3

Words Are for Reading
About Books: Primary
How Can I Tell You
The Electric Company
Adventures in Mathematics
Patterns in Arithmetic 3
All About You
Animals & Such
Learning Our Language
Just Curious
Sandlapper's Corner
Art & You
Time for Sounds 3
Ready? Set. . . Go!

GRADE 4

How Can I Tell You
The Electric Company
Cover to Cover I
Bill Martin
About Books: Intermediate
Patterns in Arithmetic 4
Mathematical Relationships
Animals & Such
Search for Science
Learning Our Language
America Counts
Understanding Our World
For the Love of Art
Images & Things
Time for Sounds 4
Mulligan Stew
Inside/Out
Bread & Butterflies

GRADE 5

How Can I Tell You
Cover to Cover I
Cover to Cover II
Bill Martin
About Books: Intermediate
Zebra Wings

The Wordsmith
Mathematical Relationships
Potpourri
Modern Math
Math Matters
The Metric System
Search for Science
America Counts
Understanding Our World
Let's See America
Places in the World
Americans All
For the Love of Art
Images & Things
Time for Sounds 4
Time for Sounds 5
Mulligan Stew
Inside/Out
Self Incorporated
Bread & Butterflies

GRADE 6

How Can I Tell You
Cover to Cover II
Bill Martin
About Books: Intermediate
Zebra Wings
The Wordsmith
Getting the Word
Mathematical Relationships
Potpourri
Modern Math
Math Matters
The Metric System
Search for Science
Process and Proof
America Counts
Understanding Our World
Let's See America
Places in the News
Americans All
For the Love of Art
Images & Things
Time for Sounds 5
Mulligan Stew
Inside/Out
Self Incorporated
Bread & Butterflies

GRADE 7

Zebra Wings
The Wordsmith
A Matter of Fiction
Getting the Word
A Matter of Fact
Contemporary Poetry
Potpourri
Modern Math
Math Matters
The Metric System
Life Science
America Counts
Let's See America
Places in the News
Americans All
Old World Background
Images & Things
Experiences in Music

Mulligan Stew
Inside/Out
Self Incorporated
Bread & Butterflies

GRADE 8

Zebra Wings
The Wordsmith
A Matter of Fiction
Getting the Word
A Matter of Fact
Contemporary Poetry
Potpourri
Modern Math
Math Matters
The Metric System
What on Earth?
Natural Science Specials
Let's See America
Places in the News
Americans All
Old World Background
South Carolina History
America Counts
Meet the Arts
Experiences in Music
Self Incorporated
Health: Your Decision
Workshop Hints
Careers

GRADE 9

Getting the Word
A Matter of Fact
Contemporary Poetry
Humanities
En Francais
General Mathematics
Elementary Algebra
Spanish I
America Counts
Why//1976
Americans All
Old World Background
Government-Politics-Citizenship
America
America Counts
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving

GRADE 10

Getting the Word
A Matter of Fact
Contemporary Poetry
Humanities
Franklin to Frost
Guten Tag
En Francais
General Mathematics
Elementary Mathematics
Geometry
Biology and Ecology
Chemistry
Spanish I

Spanish II
America Counts
Why!/1976
Americans All
Old World Background
Government-Politics-Citizenship
America
United States History
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving

GRADE 11

Getting the Word
Contemporary Poetry
Humanities
Franklin to Frost
Guten Tag

Geometry
Chemistry
Spanish II
America Counts
Why!/1976
Americans All
Old World Background
Government-Politics-Citizenship
America
United States History
Meet the Arts
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Psychology 101

GRADE 12

Getting the Word
Contemporary Poetry

Humanities
Advanced Mathematics
for High School
Chemistry
America Counts
Why!/1976
Americans All
Old World Background
Government-Politics-Citizenship
Meet the Arts
America
Experiences in Music
Health: Your Decision
Workshop Hints
Careers
Sportsmanlike Driving
Psychology 101

Closed Circuit Listings

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Abbeville		Bennettsville	
Abbeville High	A-5, B-3, C-2	Bennettsville High	A-5, B-4, C-2
Wright Middle	A-5, B-3, C-2	Bennettsville Junior High	A-5, B-4, C-2
		Marlboro Vocational	A-5, B-4, C-2
Aiken		Bethune	
Aiken Community Hospital	B-4, D-3	Bethune High & Elem.	A-5, B-4
Aiken District Office	A-5, B-4, C-2		
Aiken High -		Bishopville	
Aiken Campus	A-5, B-4, C-2	Bishopville High	A-5, B-4, C-2
Aiken High -		Bishopville Middle	A-5, B-4, C-2
Schofield Campus	A-5, B-4, C-2	Lee County Vocational	A-5, B-4, C-2
Aiken ITV	A-5, B-4, C-2		
Aiken Junior High	A-5, B-4, C-2	Bluffton	
Aiken Tech	A-5, B-4, C-2, D-3, 14-8	H. E. McCracken High	A-6, B-4, C-2
Kennedy Junior High	A-5, B-4, C-2		
USC at Aiken	A-5, B-4, C-2, D-3	Blackville	
		Blackville High	A-5, B-4, C-2, 14-9, V-7
Allendale		Blackville Middle	A-5, B-4, C-2, 14-9
Allendale-Fairfax	A-5, B-4, C-2		
Allendale Junior High	A-5, B-4, C-2	Blythewood	
Salkehatchie Center	A-5, B-4, C-2, D-3	Hanberry Junior High	A-5, B-4
Anderson		Branchville	
Anderson College	A-5, B-3, C-2, D-6	Branchville High	A-5, B-4
Anderson Hospital	D-6, B-3		
Anderson Police	A-5	Camden	
Lakeside Junior High	A-5, B-3, C-2	Camden High	A-5, B-4, C-2
WAIM-TV	A-5	Kershaw Memorial Hospital	D-3, B-4
Westside High	A-5, B-3, C-2		
		Cameron	
Aynor		St. John High & Elem.	A-5, B-4
Aynor High	A-5, B-4		
		Campabell	
Ballentine		Spartanburg No. 1 Office	A-5, B-2, C-6
Lexington No. 5 Office	A-2, B-5, C-7, L-9, L-11		
		Cayce	
Bamberg		Brooklyn-Cayce High	A-5, B-4, I-2, K-11, H-9
Bamberg-Erhardt High	A-5, B-4, C-2	Lexington No. 2 Admin.	A-5, B-4, C-2, H-9, K-11
Bamberg Hospital	D-3, B-4		
Richard Carroll Jr. High	A-5, B-4, C-2	Chapin	
		Chapin High	Loc. 2, Loc. 4, Loc. 5, Loc. 7, Loc. 9
Barnwell			
Barnwell High	A-5, B-4, C-2	Charleston	
Butler Guinyard Middle	A-5, B-4, C-2	C. A. Brown High	A-6, B-3, C-8
Hagood Avenue	A-5, B-4, C-2	Charleston P.D.	A-6
WEBA-TV	C	College of Charleston	A-6, B-8, C-3, D-10
		No. 3 Chisolm Street	A-6, B-8, C-3, O-7
Batesburg		HCN Trailer	A-6, B-8, C-3, D-10
Batesburg-Leesville High	A-5	MUSC	D-10
		Palmer College	A-6, B-8, C-3, D-10
Bath		Rivers High	A-6, B-3, C-8
L-B-C High	A-5, B-4, C-2	WITV-TV	J
Jefferson Junior High	A-5, B-4, C-2		
		Cheraw	
Beaufort		C-M Tec	A-5, B-4, C-2, D-3
Battery Creek	A-6, B-4, C-2	Chesterfield Hospital	D-3
Beaufort Junior High	A-6, B-4, C-2	Long Junior High	A-5, B-4
Beaufort High	A-6, B-4, C-2		
Beaufort MDA Res. Center	A-6, B-4, C-2, L-8, L-10, L-12	Chester	
		Chester High	A-5, B-4
Beaufort Hospital	D-5, B-4	Chester Junior High	A-5, B-4
Beaufort Tec EL	A-6, B-4, C-2, D-5	Chester Hospital	D-6, B-4
Robert Smalls Junior High	A-6, B-4, C-2	Chester Mat. CTR	A-5, B-4, C-2
USC at Beaufort	A-6, B-4, C-2, D-5		
WJWJ Taping Center	A-6, B-4, C-2, D-5, L-8, L-10, L-12		

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Chesterfield		USC-BA	A-5, B-4, C-2, D-3
Chesterfield High	A-5, B-4	VA Hospital	A-5, B-4, C-2, D-3
Chesterfield Junior High	A-5, B-4	Webber Middle	A-5, B-4, C-2, H-9, K-11, L-7, O-35, V-30, 35-13, V-6
Clinton		Conway	
Bell St. Junior High	A-5, B-3, C-2	Coastal Carolina	A-5, B-4, C-2, D-8
Clinton High	A-5, B-3, C-2	Conway Sr. High	A-5, B-4
Martha Dendy Jr. High	A-5, B-3, C-2	Conway Junior High	A-5, B-4
Clover		Conway Hospital	D-8, B-4
Clover High	A-5, B-2	H-C Tech	A-5, B-4, C-2, D-8
Clover Middle	A-5, B-2		
Columbia		Coward	
A. C. Flora High	A-5, B-4, H-9, I-2, K-11, Loc. 7	J. C. Lynch	I.T.F.S. 7, 9, 11, 13
Alcorn Middle	A-5, B-4, H-9, I-2, K-11, Loc. 7	Darlington	
Allen University	A-5, B-4, C-2, D-3	Brunson-Dargan, Jr.	A-5, B-7, C-11, F-9, Loc. 2 & 4
Beltline Tec	A-5, B-4, C-2, D-3	Darlington Career Center	Same
Benedict College	A-5, B-4, C-2, D-3	Mayo High	Same
Busbee Middle	A-5, B-4, C-2, H-9, K-11, O-35, V-30	Pine Middle	Same
C. A. Johnson High	A-5, B-4, H-9, I-2, K-11, Loc. 7	St. John's High	Same
Caughman Road Middle	A-5, B-4, H-9, I-2, K-11, Loc. 7	C. C. Magnum Office	A-5, B-7, C-11, L-2, L-3, L-4
Columbia College	A-5, B-4, C-2, D-3	Denmark	
Columbia High	A-5, B-4, H-9, I-2, K-11, Loc. 7	Denmark-Olar High	A-5, B-4, C-2
Columbia Police	A-5	Denmark Junior High	A-5, B-4, C-2
Crayton Middle	A-5, B-4, H-9, I-2, K-11, Loc. 7	Denmark Tech	A-5, B-4, C-2, D-3
Dent Junior High	A-5, B-4, H-9, I-2, K-11, Loc. 7	Voorhees College	A-5, B-4, C-2, D-3
Dreher High	A-5, B-4, H-9, I-2, K-11, Loc. 7	Dillon	
Eau Claire High	Same	Dillon High	A-5, D-4, C-2
ETV Commission	A-5, B-4, C-2, D-3, H-9, K-11, Loc. 7	J. V. Martin Junior High	A-5, B-4, C-2
ETV-FTS	A-5, B-4, C-2, D-3, H-9, K-11, Loc. 7	Latta High	A-5, B-4, C-2
Fairwold Middle	A-5, B-4, H-9, I-2, K-11, Loc. 7	Easley	
Gibbes Middle	Same	Easley High	A-5, B-3, C-2
Hand Middle	Same	Easley Junior High	A-5, B-3, C-2
Hopkins Junior High	A-5, B-4, C-2, H-9, K-11, L-7, O-35, V-30	Eastover	
Keenan High	A-5, B-4, H-9, I-2, K-11, Loc. 7	Webber Middle	A-5, H-9, B-4, I-2, K-11, Loc. 7
Law Center - USC	A-5, B-4, C-2, D-3	Edgefield	
Lower Richland High	A-5, B-4, C-2, H-9, K-11, L-7, O-35, V-30	W. E. Parker Elementary	A-5, B-4
Olympia Middle	A-5, B-4, K-11, H-9, I-2, Loc. 7	Estill	
Perry Middle	Same	Estill High	A-5, B-4
Richland No. 1 Admin.	A-5, B-4, C-2, H-9, K-11, L-7	Estill Middle	A-5, B-4
Richland No. 2 Admin.	A-5, B-4, C-2, H-9, K-11	Estill P.D.	A-5
Richland Memorial Hospital	D-3, B-4	Fairfax	
Rutledge Building	A-5, B-4, C-2, H-9, K-11, L-73, S-13	Fairfax Middle	A-5, B-4
S. C. Baptist Hospital	D-3, B-4	Fairforest	
St. Andrews Junior High	A-5, B-4, C-2, H-9, K-11, L-7, O-35, V-30	Fairforest Junior High	A-5, B-2, C-12
Spring Valley High	A-5, B-4, I-2, K-11, Loc. 7	Lincoln Middle	Same
State House	A-5, B-4, C-2, H-9, K-11, L-7	Florence	
		F-D Tech	A-5, B-7, C-11, D-9
		Florence ITV	A-5, B-7, C-11, D-9, L-2, L-3, L-4
		Florence Police	A-5
		McLeod INF Annex	D-9
		McLeod Memorial Hospital	D-9, B-7
		McClenaghan High	A-5, B-7, C-11, F-9, Loc. 2 & 4

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Moore Junior High	A-5, B-7, C-11, F-9, Loc. 2 & 4	Greenwood	
Poyner Junior High	Same	Emerald Junior High	A-5, B-3, C-2
Southside High	Same	Greenwood High	Same
Williams Junior High	Same	Greenwood Police	A-5
Wilson Sr. High	Same	Greenwood Tape CTR	A-5, B-3, C-2, D-9, L-11, L-13, 29-8, V-7
West Florence High	Same	Greenwood Vocational CTR	A-5, B-3, C-2, L-13, 29-8
WJPM-TV	AJ	Lander College	A-5, B-3, C-2, D-9
Fort Mill		Northside Junior High	A-5, B-3, C-2, L-11, L-13, 29-8, V-7
Fort Mill High	A-5, C-2, D-4	Piedmont Tech	A-5, B-3, C-2, D-9
Fort Mill Junior High	Same	Self Memorial Hospital	D-9, B-3
Fountain Inn		Southside Junior High	A-5, B-3, C-2, L-11, L-13, 29-8, V-7
Byrson Center	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Greer	
Gaffney		Blue Ridge High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
Gaffney Police	A-5	Greer High	Same
West Junior High	A-5, B-2	Greer Middle	Same
Georgetown		Riverside High	Same
Georgetown Hgr. Ed.	A-6, B-3, C-8, D-10	Hampton	
Georgetown Memorial Hospital	D-10	Hampton Elementary	A-5, B-4
Georgetown P.D.	A-6	Wade Hampton High	A-5, B-4
Graniteville		Hartsville	
Leavelle-McCampbell High	A-5, B-4, C-2	Butler Sr. High	A-5, B-4, C-2
Freedman Vocational	Same	Hartsville Junior High	Same
Great Falls		Hartsville Sr. High	Same
Great Falls Middle	A-5, B-4	Heath Springs	
Great Falls High	Same	Heath Springs Middle	A-5, C-2
Greenville		Inman	
Beck Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Chapman High	A-5, B-2, C-12
Berea Middle	Same	Mabry Junior High	Same
Berea High	Same	Irmo	
Carolina High	Same	Irmo High	Loc. 2, Loc. 4, Loc. 5, Loc. 7, Loc. 9
Eastside High	Same	Irmo Middle	Same
Greenville Co. Fine Arts Centr.	Same	Irmo Career Center	Loc. 2, Loc. 4, Loc. 5, Loc. 7, Loc. 9, A-5, B-4, I-2
Greenville Admin.	A-5, B-3, C-2, L-8, L-10, L-12	Irmo Taping Center	A-5, B-4, C-2
Greenville General Hospital	D-6, B-3	Jackson	
Greenville ITV Office	A-5, B-3, C-2, L-8, L-10, L-12	Jackson High	A-5, B-4, C-2
Greenville Sr. High	A-5, B-3, C-2, L-8, L-10, L-12	Johnsonville	
Greenville Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Johnsonville High	I.T.F.S. 7, 9, 11, 13
Greenville Tech	A-5, B-3, C-2, D-6	Johnsonville Middle	Same
Hollis Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Johnston	
Hughes Middle	Same	Strom Thurmond High	A-5, B-4
Lakeview Middle	Same	Kershaw	
J. L. Mann High	Same	Andrew Jackson High	A-5, C-2
League Middle	Same	Flat Creek	A-5, C-2
Monaview Middle	Same	Kingstree	
Parker High	Same	Kingstree Sr. High	I.T.F.S. 7, 9, 11, 13
Sevier Middle	Same	Wmsbg.-Manpower Training Center	Same
Southside High	Same	Lake City	
Tanglewood Middle	Same	Lake City ITFS	Video A, B, C, D
Wade Hampton High	Same	Studio	I.T.F.S. 7, 9, 11, 13
WNTV-TV	CDJ	Lake City High	I.T.F.S. 7, 9, 11, 13

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Lake City Occ. Career Center	Same	Norway	
Lake City Junior High	Same	Norway Middle	A-5, B-4, C-2
Lake View		Hunter Kinard	Same
Lake View High	A-5, B-4, C-2	Olanta	
Lake View Middle	Same	Olanta High	I.T.F.S. 7, 9, 11, 13
Lamar		Orangeburg	
Lamar High	A-5, B-7, C-11, F-9 Loc. 2 & 4	Orangeburg High	A-5, B-4, C-2
Spaulding High	Same	Orangeburg-Wilkinson Jr. High (Belleville Campus)	A-5, B-4, C-2
Lancaster		Orangeburg Hospital	D-3, B-4
Elliott-WHT Spr.	D-6	Orangeburg P.D.	A-5
Lancaster High No. 1	A-5, C-2, D-4	Orangeburg Resc. Center	A-5, B-4, C-2
Lancaster High No. 2	Same	Orangeburg-Calhoun Tec	A-5, B-4, C-2, D-3
Lancaster P.D.	A-5	S. C. State College	A-5, B-4, C-2, D-3
USC at Lancaster	A-5, B-4, C-2, D-6	Willington ACA	A-5, B-4, C-2
Landrum		Pageland	
Landrum High	A-5, B-2, C-12	Pageland High	A-5, B-4
Latta		Pamplico	
Latta High	A-5, B-4, C-2	Hannah Pamplico High	I.T.F.S. 7, 9, 11, 13
Marion		Hannah Pamplico Middle	Same
Johnakin Campus High	A-5, B-4, C-2	Pickens	
Marion High	Same	Pickens Junior High	A-5, B-3, C-2
Marion-Mullins Vocational	Same	Pickens District Office	A-5, B-3, C-2
Marion Memorial Hospital	D-8, B-4	Pendleton	
Mauldin		Tri-County Tec	A-5, B-3, C-2, D-6
Mauldin High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10	Piedmont	
McBee		Woodmont High	A-5, B-3, C-2, G-12 Loc. 8, Loc. 10
McBee High	A-5, B-4	Ridgeland	
McCormick		Ridgeland High	A-6, B-4
McCormick High	A-5, B-3	Rock Hill	
McCormick Middle	Same	Castle Heights Jr. High	A-5, C-2, D-4, Loc. 8, Loc. 10, Loc. 11
Moncks Corner		Northwestern High	Same
Berkeley High	A-6, B-3	Rock Hill High	Same
Berkeley Middle	Same	Rawlins Road	Same
Moncks Corner P.D.	A-6, B-3, C-8	Junior High	Same
Newberry		Sullivan Junior High	Same
Callman Junior High	A-5, B-4	Rock Hill Career Center	Same
Newberry Sr. High	Same	Rock Hill District Office	A-5, B-4, C-2, L-7, L-8, L-10, L-11, 55/13
New Zion		Winthrop College	A-5, B-4, C-2, D-6
E. Clarendon Middle	I.T.F.S. 7, 9, 11, 13	York General Hospital	D-6, B-4
North		York Tech	A-5, B-4, C-2, D-6
North High	A-5, B-4	Roebuck	
Ninety Six		Roebuck Junior High	A-5, B-2, C-12
Ninety Six High	A-5, B-3, C-2, L-11, L-13, 29-8, V-7	Saluda	
Ninety Six Junior High	Same	Riverside Middle	A-5, B-3
North Augusta		Saluda High	Same
N. Augusta Sr. High	A-5, B-4, C-2	Seneca	
N. Augusta Junior High	Same	Seneca High	A-5, B-3, C-2
Paul Knox Junior High	Same	Simpsonville	
North Charleston		Hillcrest Junior High	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
Trident Tech	A-6, B-8, C-3, D-10		

<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>	<i>City & Receiving Location</i>	<i>Closed Circuit Channels</i>
Spartanburg		Timmonsville	
Carver Junior High	A-5, B-2, C-12, E-6, Loc. 8, Loc. 10	Johnson Junior High	A-5, B-7, C-11, F-9, Loc. 2 & 4
Cleveland Junior High	Same	Timmonsville High	Same
Evans Junior High	Same	Travelers Rest	
Paul Dorman High	A-5, B-2, C-12	Northwest Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10
Spartanburg High	A-5, B-2, C-12, E-6, Loc. 8, Loc. 10	Travelers Rest High	Same
Prevocational Junior High	A-5, B-2, C-12, E-6, Loc. 8, Loc. 10	Turbeville	
Lincoln Middle	A-5, B-2, C-12	E. Clarendon High	I.T.F.S. 7, 9, 11, 13
Spartanburg Tech	A-5, B-2, C-6, D-12	Union	
Spartanburg No. 6 Admin.	A-5, B-2, C-6, D-12	Sims Junior High	A-5, B-2, C-6
Spartanburg General Hospital	B-2, D-12	Union High	Same
Spartanburg P.D.	A-5	USC at Union	A-5, B-2, C-6, D-8
USC at Spartanburg	A-5, B-2, C-6, D-12	Varnville	
St. George		Hampton General Hospital	D-3, B-2
St. George High	A-6, B-3	N. District Middle	A-5, B-4
St. Matthews		Wagener	
John Ford Junior High	A-5, B-4	A. L. Corbett Middle	A-5, B-4
St. Matthews High	A-5, B-4	Wagner-Salley High	A-5, B-4, C-2
St. Matthews P.D.	A-5	Walterboro	
St. Stephens		Colleton High	A-6, B-3, C-8
St. Stephens Middle	A-6, B-3	Colleton-Walterboro Jr. High	Same
St. Stephens High	A-6, B-3	Colleton Hospital	D-10, B-3
Summerton		Ruffin High	A-6, B-3, C-8, O-7, V-4
Scotts Branch High	A-5, B-4	Walterboro Sr. High	A-6, B-3, C-8
Summerville		Ware Shoals	
Alston-Summerville Jr. High	A-6, B-3, C-8	Ware Shoals High	A-5, B-4, C-2
Summerville High	Same	West Columbia	
Summerville Int.	A-6, B-3, C-8	Northside Middle	A-5, B-4, H-9, I-2, K-11
Sumter		Airport High	Same
Alice Dr. Junior High	A-5, B-4, C-2	Fulmer Middle	A-5, B-4, H-9, I-2, K-11
Bates Junior High	Same	Airport Tech	A-5, B-4, C-2, D-3
Council St. Cmps.	A-5, B-4, C-2, L-8, L-9, L-11, V-6, 27-13	Lexington Co. Memorial Hosp.	B-4, D-3
Haynesworth Cmp.	Same	S. C. Opportunity School	A-5, B-4, C-2, 35-8, V-3, V-12
Sumter High	A-5, B-4, C-2	Williston	
McClaurin Junior High	Same	Kelly Edwards Middle	A-5, B-4, C-2
Sumter P.D.	A-5	Williston-Elko Middle	Same
Sumter Tech	A-5, B-4, C-2, D-7	Winnsboro	
Tucmeyer Hospital	D-7, B-4	Fairfield Office	A-5, B-4, C-2
USC at Sumter	A-5, B-4, C-2, D-7	Winnsboro High	A-5, B-4
WRJA-TV Tape Center	A-5, B-4, C-2, D-7, L-8, L-9, L-11	Clemson	
Swansea		Clemson House	A-5, B-3, C-2, D-6
Swansea Middle	A-5, B-4, C-2	Physics Bldg.	A-5, B-3, C-2, D-6
Swansea High	A-5, B-4, C-2	President's Home	A-5, B-3, C-2, D-6
Taylors		Sirrine Hall	A-5, B-3, C-2, D-6
Northwood Middle	A-5, B-3, C-2, G-12, Loc. 8, Loc. 10		

ETV Public School Utilization

Total ETV Course Enrollment*

1971-1972	510,914
1972-1973	608,991
1973-1974	783,938
1974-1975	968,411
1975-1976	1,097,032

Individual Student Enrollment**

1971-1972	165,745
1972-1973	215,477
1973-1974	234,513
1974-1975	253,029
1975-1976	272,171

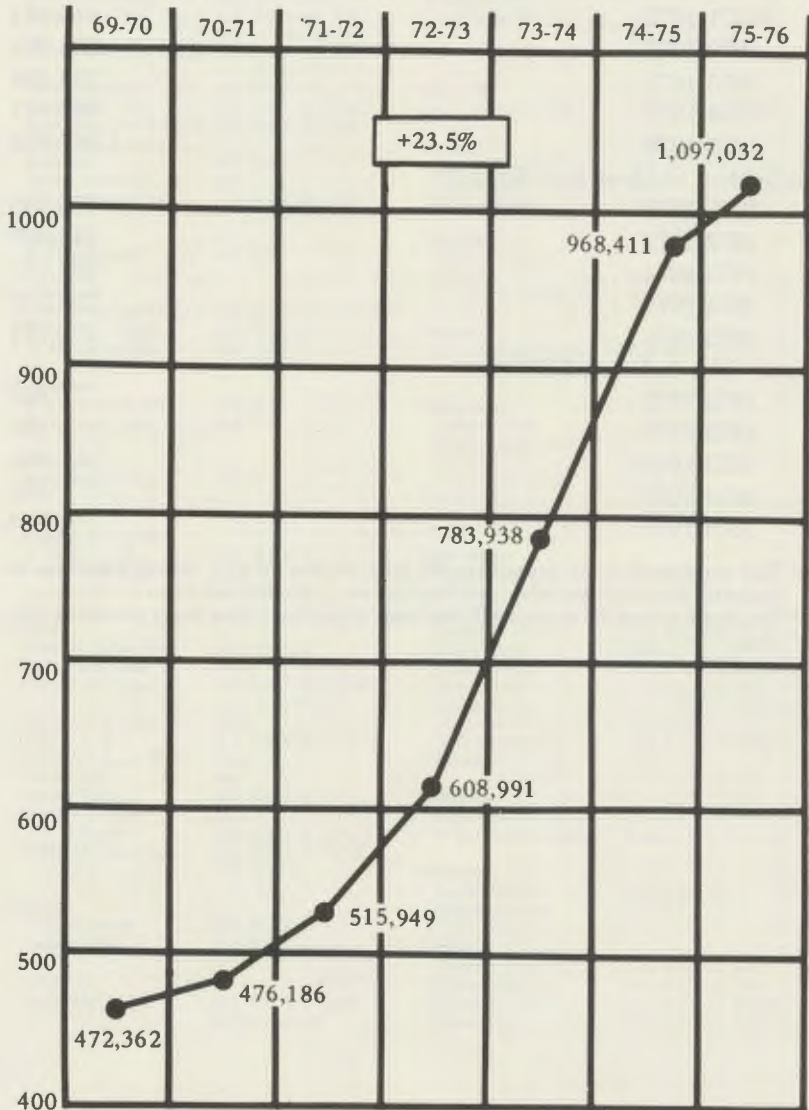
Total Schools Using ETV

1971-1972	661
1972-1973	806
1973-1974	809
1974-1975	843
1975-1976	844

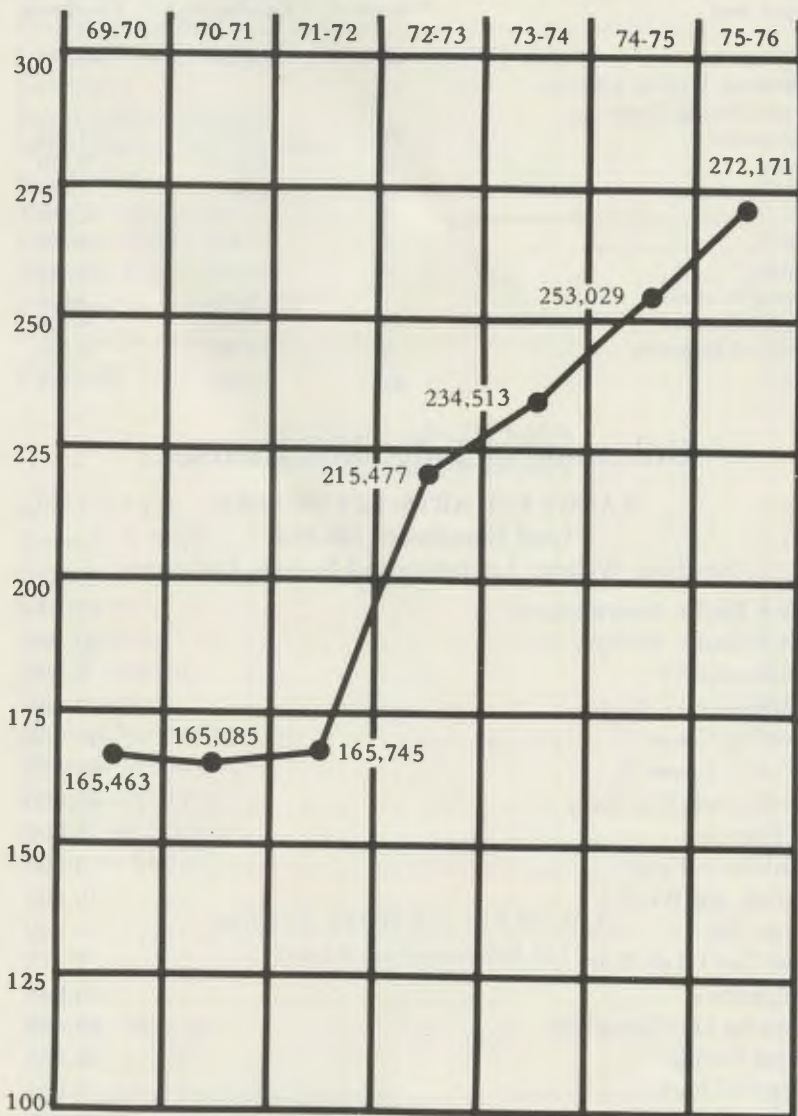
* This enrollment figure represents the total number of ETV course exposures to students; thus a student who takes two courses is counted two times.

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

Course Enrollment



Individual Student Enrollment



Course Enrollment Summary

K - 12th Grade 1975-76

<i>Subject Area</i>	<i>No. of Courses</i>	<i>Average Course Enrollment</i>	<i>Total Course Enrollment</i>
Language Arts (Reading, Writing, Literature and Foreign Languages)	22	15,408	338,984
Mathematics	14	7,256	101,591
Science	12	13,218	158,619
Social Studies	15	16,472	247,081
Art	4	8,241	32,965
Music	6	11,432	68,591
Health	4	16,580	66,322
Physical Education	1	9,545	9,545
Career Education	3	9,845	29,536
Additional Resources	3	14,599	43,798
	84	13,060	1,097,032

Utilization of Individual Courses

LANGUAGE ARTS: 22 COURSES

Total Enrollment 338,984

(Reading, Writing, Literature and Foreign Languages)

About Books: Intermediate	15,841
About Books: Primary	33,124
Bill Martin	6,930
Contemporary Poetry	3,345
Cover to Cover I	40,448
Cover to Cover II	27,875
The Electric Company	63,426
En Français	2,292
Franklin to Frost	3,426
Getting the Word	19,694
Guten Tag	949
How Can I Tell You	7,412
Humanities	6,048
Learning Our Language	12,460
Letter People	34,663
Matter of Fact	9,064
Matter of Fiction	10,065
Spanish I	1,049
Spanish II	307
Words Are For Reading	13,368
The Wordsmith	17,400
Zebra Wings	9,798

MATHEMATICS: 14 COURSES

Total Enrollment 101,591

Advanced Mathematics	360
Adventures in Mathematics	7,837
Elementary Algebra	678
General Mathematics	953
Geometry	1,959
Intermediate Algebra	170
Mathematical Relationships	5,010
Math Matters	4,319
The Metric System	30,265
Modern Math	5,946
Number Train	20,995
Patterns in Arithmetic 3	8,346
Patterns in Arithmetic 4	5,642
Potpourri	9,111

SCIENCE: 12 COURSES

Total Enrollment 158,619

All About You	34,550
Animals & Such	18,687
Biology and Ecology	10,747
Chemistry	1,136
Just Curious	12,084
Just Wondering	7,546
Life Science	19,601
Natural Science Specials	14,550
Physical Science	1,489
Process and Proof	8,358
Search for Science	18,449
What on Earth?	11,422

SOCIAL STUDIES: 15 COURSES

Total Enrollment 247,081

America	11,412
America Counts	8,778
Americans All	30,290
Government-Politics-Citizenship	5,290
Let's See America	29,054
Old World Background	20,469
Places in the News	15,818
Ripples	31,623
Sandlapper's Corner	40,016

South Carolina History	15,016
Understanding Our World	10,013
U. S. History	15,620
Why	11,492
Truly American	540
Our Story	980

ART: 4 COURSES

Total Enrollment 32,965

Art and You	15,780
For the Love of Art	4,639
Images and Things	10,181
Meet the Arts	2,365

MUSIC: 6 COURSES

Total Enrollment 68,591

Experiences in Music	9,944
Time for Sounds 1	21,636
Time for Sounds 2	14,307
Time for Sounds 3	10,174
Time for Sounds 4	6,995
Time for Sounds 5	5,535

HEALTH: 4 COURSES

Total Enrollment 66,322

Health: Your Decision	4,420
Inside/Out	40,489
Mulligan Stew	15,718
Self Incorporated	5,695

PHYSICAL EDUCATION: 1 COURSE

Total Enrollment 9,545

Ready? Set . . . Go!	9,545
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CAREER EDUCATION: 3 COURSES

Total Enrollment 29,536

Bread & Butterflies	19,512
Careers	8,685
Workshop Hints	1,339

ADDITIONAL RESOURCES: 2 COURSES

Total Enrollment 43,798

Sportsmanlike Driving	1,626
Psychology 101	1,125

Teacher Staff Development Education

A major facet of ETV's continuing effort involves providing a broad spectrum of in-service education opportunities for teachers in their own schools and homes; many of these courses are available for college and certification credit. The results of an independently-conducted teacher attitude survey show conclusively that South Carolina teachers have a very positive attitude toward using ETV. This attitude is reflected in the increasing number of teachers who have availed themselves of the opportunity to improve their teaching skills through these staff development courses. In 1975-1976, 6,935 teachers took continuing professional education courses on ETV.

ETV schedules (each day from 3:00-4:30 p.m.) staff development programs which are directly related to classroom series, series for certification or university credit or educational programs of special interest. Several offices of the department of Education used television and the telephone talkback facilities for training of specific personnel. Other assistance to the Department of Education included on-site playing of programs by VTR machine at conferences, and other special programming designed to meet individual teacher education needs.

ITV begins its telecast school year with a 10-day preview and staff development week in August. The coming month's daily staff development program schedules were sent in advance each month to all principals for notification of teachers and posting of schedules (September-May).

Teacher Staff Development Resources for 1975-76 included:

College Credit

Health Education for Teachers: Taught by Dr. Murray Vincent and offered as a college credit course by the University of South Carolina in cooperation with the State Department of Education. Drug education is a major topic in the course.

LET: I and LET: II (The Learner, His Environment and the Teacher): Many children who enter school find the environment foreign to their experiential backgrounds, and are therefore at a disadvantage in the teaching-learning process. *LET I* aims at developing a more complete understanding of these children's backgrounds in teachers, who can then deal more effectively with them. *LET II*

emphasizes the teacher, reviewing new ideas and expanding old ones into a system of teaching.

Television in Education: A college credit course offered by the University of South Carolina and presented via television and by on-campus seminars. An introduction to the background, research, technology, techniques and production of instructional television. Emphasis on the effective use of TV in the classroom to facilitate teaching and learning. Recommended for ITV Building Coordinators and ITV users. Instructor: Dr. A. Porter McLaurin.

Certification Credit

The Teaching of Elementary Mathematics: Developed by the National Council of Teachers of Mathematics. Lays the foundation for classroom success through teacher-to-teacher talks, variously illustrated, and through classroom demonstrations.

Earth Science: For educators who are preparing to teach earth science. Improves their ability to lead students to a greater understanding of the planet, in terms of its resources, formative and destructive processes, history and probable future. Teachers who participate in an organized class receive three hours certification renewal credit.

Guidance in the Classroom

Adlerian Counseling Theory: Principles and techniques of Adlerian psychology. 60 min., Francis X. Walton.

Behavior Modification: Demonstration of techniques that can be used in the classroom to achieve modified student behavior. 30 min., color — John Halfacre and his staff.

Bread & Butterflies: See listing under Orientation Programs for description.

Children Learning Disabilities: The problems of identifying children with speech disorders and reading handicaps are stressed. 60 min., color — Sylvia Richardson.

Classroom Climate: Presents techniques for improving classroom climate and the need for the development of teacher behaviors for accomplishing this. 30 min., color — Harry Wong and Leon Lesinger.

Establishing and Maintaining Discipline: Acquaints viewers with Glasser's approach to discipline in schools, promotes discussion on the entire scope of disciplinary procedures. 50 min., color — William Glasser.

Inside/Out: See listing under Orientation Programs for description.

Motivation: Presents ideas that can be adapted to any situation for the improvement of achievement motivation on the part of students. 30 min., color — Harry Wong.

Self Concept I and II: Self Concept I defines self concept, how it develops, and explores its meaning to the teacher in the classroom. 30 min., color. Self Concept II centers on the self concept in its relationship to actual teaching practices. 20 min., color — Ira J. Gordon and William Purkey.

Teaching As The Fine Art of Asking Questions: Stimulates the desire to know more about asking questions; explores role of questions in the teaching-learning process. 30 min., color — Harry Wong.

The Challenge of Change, Part I and II: A seminar on Human Relations suitable for faculty and PTA groups coping with integration problems. 30 min. each — Dudley Flood.

Innovative Practices in Education

Charlie and the Golden Hamster: Guiding concepts for non-graded elementary schools. 15 min., color.

IGE in the Elementary Schools: A visit with a significant IGE educator. 30 min., color — William Klenke.

Learning Through Inquiry: Demonstration of an inquiry technique for improving learning using four member groups. 22 min., color.

One At A Time Together: Overview of individually guided education for staff and lay audiences. 25 min., color.

Open Education: Concerned with concepts, alternatives, and developments in Open Education. 60 min., color — John Bremer.

Partners in Progress: Documents a Title III project entitled "The Multi-Media Approach to Learning" in operation in Greenville. 15 min., color.

The British Infant School – Southern Style: Presents an individualized K-3 program in a Lenoir, North Carolina school, adapted from the British model for early childhood education. 30 min., color.

They Can Do It: Depicts a gradual change from a traditional first grade classroom to an individualized approach through use of learning centers. 34 min.

What's New At School: A comparison of the traditional teacher-directed elementary school room versus the "open classroom" situation where student-centered learning is encouraged. 45 min., color.

ITV Utilization

ITV – Education's Special Delivery: An orientation to the activities of ITV from program development to utilization in S. C. schools, structure of ITV and role of ETV defined. A "must" for new ITV Building Coordinators. 30 min., color.

Role of the Classroom Teacher in ITV: 30 min.

The Fourth Network (ITV): Defines ETV and Public Broadcasting as a mass communication tool. 30 min., color.

Television in Education: Selected lessons from the thirty 30-minute telecasts will be scheduled also during staff development telecast time.

TV Techniques for Teachers: 25 min.

Orientation Programs on ITV Resources

Bread & Butterflies: Introduces teachers and other users to the series with an overview of selected lessons, pertinent facts, and philosophy, and suggests utilization strategies for their classroom. 15 min., color.

Getting the Word: A two-part teacher orientation program (color) designed to help in making the best use of the remedial reading series *Getting the Word*.

Part I. Setting up the Reading Club (20 min.)

Part II. Diagnosis and instruction in *Getting the Word*. (30 min.)

Images and Things: Three 30-minute programs include: "About Images and Things." — Introduces the resource; "Using Images and Things" — Focuses on effective utilization; "Images and Things — The Child and His Art" — Looks at ways teachers can create environments that allow children to learn and grow through aesthetic experiences. 30 min., color.

Inside/Out: Emphasizes the relationship of the teacher to the success of Inside/Out and demonstrates such activities as role-playing, sociodramas, and visual communications as possible catalysts for spontaneous classroom interaction. 30 min., color.

Ready? Set . . . Go!: An orientation program on the content, instructional procedures, and preparation for the television lesson. 20 min.

Ripples: Three 30-minute programs which provide visual preparation and suggestions for what will appear on the television screen. 30 min., color.

Time For Sounds: Eight programs which present the most recent trends in teaching the basic objectives of music in the elementary grades. 30 min. each.

Subject Area Programs

Art — *Art Spectrum:* Practical aids for art teachers and classroom teachers. 30 min., color — Tom Hatfield.

Library Science, Reading — *Happiness is Literacy:* For teachers at all grade levels dealing with functional illiteracy. 60 min., color — Daniel Fader.

Higher Education

Summary

COURSES IN BUSINESS, ENGINEERING, EDUCATION AND OTHERS

The South Carolina ETV Network offers over sixty college credit courses each year over its closed circuit or broadcast facilities. Included in these offerings are Master's Degree Programs in Business Administration and in Engineering.

In the fall of 1975, teachers and the public in general could receive some 12 hours of college credit by viewing ETV broadcasts in their homes without even going to regional centers. The five participating institutions were the University of South Carolina, The Citadel, Clemson University, South Carolina State College and Winthrop College.

In 1975-76, 5,205 students in the State were enrolled in higher education courses distributed by the South Carolina ETV Network. See the following breakdown of course listings.

College Credit at Home

Education — *Teacher As Manager* — 25 Lessons

Education — *Reading: The Road To Understanding* — 25 Lessons

History — *Saints And Legions* — 26 Lessons

Government — *Problems in American Government* — 39 Lessons

Total Enrollment: 690

Other College Credit

MASTER'S DEGREE IN BUSINESS ADMINISTRATION

14 Courses — 3 credit hours each, unless otherwise indicated

Quantitative Methods 30 Course Hours

Federal Taxes and Management Decisions 30 Course Hours

Management Employee Benefit Programs 30 Course Hours

Organizational Behavior 30 Course Hours

Information Systems 30 Course Hours

The Business Enterprise & Economy (5) 30 Course Hours

Perspectives in Teaching Secretary Skills 30 Course Hours

Financial Managerial Accounting (5) 30 Course Hours

Risk Management in Business Enterprise 30 Course Hours

Marketing Management 30 Course Hours

Financial Policies 30 Course Hours

Investment Management 30 Course Hours

Business Policy 30 Course Hours

Economics in the Future 30 Course Hours

Total Enrollment: 1179

MASTER'S DEGREE IN ENGINEERING AND SCIENCE

APOGEE (A Program of Graduate Engineering Education)

28 Courses — 3 credit hours each

Engineering Analysis I	45 Course Hours
Intro. to Nuclear Engineering	45 Course Hours
Environmental Problems	45 Course Hours
Advanced Heat Transfer	45 Course Hours
Diffusional Operations	45 Course Hours
Wastewater Treatment	45 Course Hours
Chemical Process Analysis	45 Course Hours
Prestressed Concrete Analysis & Design	45 Course Hours
Advanced Analysis & Design in Structural Metals ...	45 Course Hours
Advanced Soil Mechanics	45 Course Hours
Advanced Mechanical Design	45 Course Hours
Minicomputer System Design	45 Course Hours
Modern Digital Communications	45 Course Hours
Principles & Applications of Solid State Devices I ...	45 Course Hours
Theory of Automatic Controls	45 Course Hours
Advanced Mechanics of Materials	45 Course Hours
Thermodynamics	45 Course Hours
Numerical Methods for Computers	45 Course Hours
Advanced Heat Transfer II	45 Course Hours
Problems in Linear Elasticity	45 Course Hours
Distillation	45 Course Hours
Air Pollution Control	45 Course Hours
Structural Analysis for Dynamic Loadings	45 Course Hours
Soil Engineering for Transportation Facilities	45 Course Hours
Advanced Flow Systems I	45 Course Hours
Microprocessor System Design	45 Course Hours
Digital Signal Processing	45 Course Hours
Principles & Applications of Solid State Devices II	45 Course Hours

Total Enrollment: 556

OTHER BUSINESS ADMINISTRATION

5 Courses — 3 credit hours each

Fundamental Business Skills	45 Course Hours
Marketing	45 Course Hours
Business Finance	45 Course Hours
Principles of Risk and Insurance	45 Course Hours
Principles of Management	45 Course Hours

Total Enrollment: 192

COLLEGE OF EDUCATION

6 Courses — 3 credit hours each

Teaching As A Performing Art	45 Course Hours
Methods & Materials Educational Research	45 Course Hours
Human Growth & Development	45 Course Hours
Principles of Curriculum Construction	45 Course Hours
Educational Measurements	45 Course Hours
Teaching Reading in Elementary School	45 Course Hours

Total Enrollment: 1,354

MATH AND COMPUTER SCIENCE

2 Courses — 3 credit hours each

Intro. to Computer Science	45 Course Hours
Intro. to Algorithmic Processes	45 Course Hours

Total Enrollment: 168

HEALTH EDUCATION

1 Course — 3 credit hours

Drug Education	45 Course Hours
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Total Enrollment: 96

COLLEGE OF GENERAL STUDIES

1 Course — 3 credit hours

Creative Activities	45 Course Hours
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Total Enrollment: 18

CLU (COURSE FOR LIFE UNDERWRITERS)

1 Course — 3 credit hours

Economic Insurance and Individual Life Insurance	45 Course Hours
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Total Enrollment: 76

ADVANCED PLACEMENT FOR HIGH SCHOOL STUDENTS

1 Course — 3 credit hours

Psychology — Introduction (Taken by selected	45 Course Hours
high school seniors in their own schools.)	

Total Enrollment: 134

**DEPARTMENT OF GOVERNMENT &
INTERNATIONAL RELATIONS**

1 Course — 3 credit hours

Conversations in American Government 45 Course Hours
(Course taken on USC campus via VT cassette)

Total Enrollment: 742

TOTAL COURSES: 64

TOTAL ENROLLMENT: 5,205

Additional Higher Education Involvement

Winthrop College distributed two ETV-produced college courses over the network's CCTV system as a pilot project. No enrollments were received via ETV CCTV statewide system, however, there were 11 enrollments in the Rock Hill area with lessons being distributed locally over the area's Commercial Cablevision system. The courses, produced at ETV Station WRJA, were in English 101, American Government and Psychology; each offered three semester hours of credit.

Independent College Consortium: Seven independent colleges (4 predominantly black and 3 predominantly white) have created a consortium to share educational programs by closed circuit television. Many educational consortia exist in the nation, but it is believed that this is the first to involve independent institutions, black and white, utilizing a statewide CCTV system. The combined enrollments of the four-year schools is 8,527; the potential to deliver educational programming is limitless.

Medical Education Activities

Summary

In 1975-76, medical education programming increased from an average of 8.5 to 10 hours per week. Programming emphasis was shifted towards training aimed at professional personnel, a need expressed by member hospitals of the Health Communications Network. A sample monthly schedule included:

- 34 programs for MD's
- 10 programs for nurses
- 8 programs for therapists
- 7 programs for dentists
- 4 programs for pharmacy students
- 2 programs for emergency room personnel
- 2 programs for lab personnel
- 1 program for dieticians

Total: 68 programs

Programs produced under funding from the Duke Endowment for the S. C. Hospital Association were broadcast to hospital trustees in the form of live closed-circuit feeds and cassette dubs. The programs are aimed at current events continuing education for top level hospital management personnel.

Programming for the S. C. Department of Health and Environmental Control, continuing education for pharmacists, and the Duke Cancer series were among new program areas covered in 1975-76.

Open circuit programming included the continued weekly broadcasts of HEALTH SCIENCES, a health education series for the lay public of South Carolina, and DENTAL SYMPOSIUM, a monthly continuing education series for dentists. HEALTH LINE, a weekly radio series that is similar in concept to HEALTH SCIENCES, was added to broadcast schedules of the S. C. Educational Radio Network.

Health professionals taught in 1975-1976 totaled 13,284.

State Agencies Served

In 1975-1976, ETV continued its pioneering efforts of serving nearly all of the State's other agencies and departments by assisting with their internal training, information, and audio visual requirements.

The most noteworthy form of ETV-Agency interaction has been in utilizing the closed circuit to hold meetings through electronic communications. Agency officials head a workshop or meeting from ETV facilities in Columbia, while participants simply go to one of 32 centers in the state equipped with television talkback. Comments and questions from participants can be heard in the Columbia studio and on the air at the regional centers.

By eliminating travel time, per diem and energy costs for these meetings, it is estimated that ETV saved the State well over one and one-half million dollars in 1975-1976.

A total of 231 media projects were produced for State Agencies, including slide/tape programs, print projects, films, audio and video tape programs, closed circuit training, and multi-media presentations. Cost savings to the state are estimated at \$168,297.

In the summer of 1976, ETV began a long-range service for state agencies and the citizens they serve. On each alternate Monday evening, the SEVEN30 series presents a half-hour program on one state agency, with officials of that agency answering viewer questions through the telephone talkback. At the conclusion of the series, libraries throughout the state will have a composite visual description of state agencies, for use by schools, civic groups and other agencies.

Service to Business and Industry

One of ETV's responsibilities, as outlined in its legislative charter, is to serve South Carolina business and industry. This responsibility is met largely by providing training resources which are used extensively by industry in meeting its training needs.

The Educational Resources Foundation (ERF) is a non-profit organization. This foundation assists ETV in providing training resources for business and industry. Since State Government funding is not available for distributing and producing many of these training resources, and since private enterprise is willing to fund such training programs, the foundation charges minimal sale and rental fees for its products and thereby produces additional resources to improve South Carolina's industrial growth and health. ERF has been an important factor in the industrial development of the State.

ERF training services and resources generally include supervisory training, management training, operator (job skills) training, instructor training, and other special services and educational courses. In 1975-76, ERF provided training to 65,000 individuals.

Law Enforcement Training Serves 3,500

Only in South Carolina can all law enforcement officers receive regular training to help them meet increasingly difficult law enforcement problems. Legal decisions, techniques of enforcement and other current training information are part of the constantly updated arsenal of abilities used by South Carolina officers to provide modern law enforcement protection to all citizens.

1975-76 marked ETV's 11th year of service to law enforcement personnel, with 123 programs completed to date. In the training program, law enforcement officers meet in 50 locations throughout the State to view lessons. A vital part of the training is the discussion period that follows the television lesson. Outstanding officers from each group are selected as discussion leaders and trained in effective methods of leading discussion groups. They meet at the ETV Center with Project Director Fleming Mason to view each program and discuss any points that may need clarification. The programming is also viewed by members of the Highway Patrol, magistrates, attorneys, judges and community officials.

Guides are also prepared (over 8,000 per month) and given to each of the officers who views the program. These study guides furnish the officers with a permanent reference library.

Through ETV's law enforcement training program, South Carolina is developing the best-trained and best-informed officers in the country. An unexpected dividend of the project has been that many of the

discussion leaders have developed into articulate spokesmen for the promotion of good law enforcement at the community level.

Adult and Continuing Professional Education

ETV offerings have included series for doctors, dentists, nurses, pharmacists, paramedical personnel, lawyers, law enforcement officers, business and industrial personnel, food handlers, bankers, prison guards, and many other groups. Several hundred thousand adults have been involved in organized classes using these basic and continuing professional education series. Many of these programs have drawn interest from throughout the world. South Carolina was the first state to develop statewide ETV training programs for most of these groups.

Through the State Department of Education, 18,000 South Carolinians took high school equivalency courses on ETV, or other courses specifically designed to upgrade adults' education in reading, writing, math, history and high school equivalency fields.

Regional Production Facilities

In September 1975, WRJA-TV, Channel 27 in Sumter and WJWJ-TV, Channel 16 in Beaufort signed on. These stations are the first in a series of additional S. C. ETV facilities with local production capabilities.

The primary function of these stations is to extend the broadcast signal to those schools in areas too remote to receive adequate reception from other ETV stations. The Beaufort station has eliminated what was previously one of the worst areas of reception in the state. The Sumter station's service pattern is providing excellent reception in what was previously a fringe reception area.

WRJA-TV, located at 18 N. Harvin Street in Sumter, serves a five-county area, providing 386,000 citizens with a "Grade A contour" broadcast signal. Sumter's educational radio station, WMPR, provides similar services for the same location. WJWJ-TV in Beaufort, with studios located on the campus of Beaufort TEC, serves a four-county area, providing 215,000 citizens with a "Grade A contour" broadcast signal. The Beaufort station also serves as a training facility for TEC students and as a production center of programs for TEC use.

Both stations extend all aspects of ETV's services to residents in their respective areas, including serving as a sub-distribution point for additional closed circuit telecasting to schools. Both stations work extensively with area schools to provide educational resources which will meet the specific needs of students and teachers within their service area.

The Sumter and Beaufort stations were planned in cooperation with and are supported by their local communities. In each case, the hosting community provided the housing for the station's production studios. Local production capabilities have enabled the Sumter and Beaufort stations to respond to the specific needs of their communities and surrounding counties, in addition to providing residents with the finest state, regional and national programming available.

In its first year of operation, WRJA in Sumter initiated a total of nine regularly broadcast program series which were produced to answer the specific needs of area residents. These included a five-nights-a-week magazine format series dealing with local happenings and concerns; a weekly program designed for all minority groups in the area; programming for area military personnel; and programming for farmers in the viewing area. A program series produced by students at Sumter TEC makes a significant contribution to the educational process at that institution.

In addition, WRJA produced three college credit courses for Winthrop College. These courses, offering three credit hours each in English, Government and Psychology, were aired over the network's closed circuit system as a pilot project; they were also distributed locally in the Rock Hill area over Commercial Cablevision.

Similarly, WJWJ in Beaufort initiated a variety of local programming, including a series broadcast five nights a week which focuses on community concerns; a minority-oriented series; and programming for military personnel and farmers in the area served by the station.

Because of their local production capabilities, each of these stations is eligible for an independent Community Service Grant from The Corporation for Public Broadcasting. Thus South Carolina currently receives approximately \$150,000 annually for support of these facilities, and that figure will more than double in future years when the recently-passed Public Broadcasting Act's new grant formula is operational. This national funding is utilized to provide local programming, thus relieving the state of this expense and reducing the burden of production by remote units from Columbia.

Summary of ETV's Purposes

The ETV Commission was created to provide a comprehensive educational opportunity to all citizens of South Carolina.

Television provides the State with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the State's educational system and can reach all geographic areas. In this way, the best education is distributed to the widest possible population.

In addition, the ETV Commission is charged with applying other telecommunications systems to the State's educational objectives.

Among the major areas of service of the Commission are the following:

PRESCHOOL EDUCATION

INSTRUCTIONAL TELEVISION AND RADIO FOR THE
PUBLIC SCHOOLS

TEACHER STAFF DEVELOPMENT EDUCATION

MEDICAL EDUCATION

LAW ENFORCEMENT EDUCATION

OTHER CONTINUING PROFESSIONAL EDUCATION

BUSINESS AND INDUSTRIAL TRAINING

HIGHER EDUCATION

EDUCATION OF CHILDREN AT HOME

INFORMATIONAL, CULTURAL AND PUBLIC AFFAIRS

PROGRAMMING

SPECIAL EDUCATIONAL PROGRAMMING FOR THE
HANDICAPPED

Summary of ETV Services

The ETV Commission was created to provide a comprehensive educational opportunity for all citizens of South Carolina.

Television provides the State with the means to distribute the highest quality educational materials in the most economical manner. It can be applied to all aspects of the State's educational system and can reach all geographic areas. Through TV and other telecommunications, the best education is distributed to the widest possible population.

In 1975-1976, ETV served:

Public Schools (272,171 Individuals in 81 TV Courses)

Total Course Enrollment 1,097,032

Public Schools (10,502 Individuals in 20 Radio Courses)

Total Course Enrollment 23,938

Teacher In-Service Education 6,935

College Credit Enrollment 5,205

Medical Professionals 13,284

Business and Industrial Supervisors 65,000

Law Enforcement Officers 3,500

Basic Adult Education 18,000

All for less than 1.5% of the State's Education Budget.

SOUTH CAROLINA'S EDUCATIONAL COMMUNICATIONS SYSTEM

The Closed Circuit Network

To cover our entire State, South Carolina ETV's closed circuit network utilizes telephone company microwave and cable facilities to transmit programs from the ETV Center in Columbia exclusively to the approximately 370 schools, hospitals, police departments, TEC Centers, University Regional Centers, and other institutions connected to the cable system.

This combination of microwave and coaxial cable, which reaches every county in the State, has the potential of telecasting six different programs simultaneously, and can be in operation twenty-four hours a day.

Since secondary schools have a curriculum of from 40-66 courses with a variety of class schedules, their need for a flexible ETV schedule is obvious. Multi-channel transmission provides that flexibility.

During school hours, ETV has reserved its closed-circuit, multi-channel system for transmitting in-school series for these secondary schools. ETV can offer a number of repeats and wide selection of courses, at times broadcasting up to 11 programs simultaneously.

The availability of a televised resource at a time when it can be used by the classroom teacher is of utmost importance. Multi-channel telecasting capability offers school officials the opportunity to build a schedule to more closely meet the student's needs.

Multi-channel means that more than one signal can be carried simultaneously in the same cable. All TV sets connected to the closed circuit can receive any of the programs that are being transmitted at any given time — by simply turning the channel selector.

With the variety of courses that are offered, students in different classes and on different grade levels can study through ETV simultaneously. The flexibility which multi-channel provides is also essential in offering repeats of each course.

In the South Carolina system, closed circuit is programmed only for the secondary schools and adult education in such areas as business, teacher in-service, medicine, law enforcement, or master's degree study. As can be seen, multi-channel is essential even during the evening hours because of the large amounts of channel time taken up by some of these efforts. Medical education alone could easily take a full-time exclusive channel and post-graduate degree courses require so

much channel time that more than one channel is essential now that different degree programs are offered.

Demonstration projects conducted in Greenville, Florence, and Darlington Counties proved conclusively that multi-channel transmission is essential for effective utilization of ETV by secondary schools. When service in these areas was expanded to four channels, enrollment increased significantly, as can be seen.

The Broadcast Network

South Carolina's Open Circuit Broadcast Network now consists of seven broadcast stations (WRLK-TV, Channel 35, Columbia; WNTV, Channel 29, Greenville; WITV, Channel 7, Charleston; WEBA-TV, Channel 14, Allendale-Barnwell; WJPM-TV, Channel 33, Florence; WRJA-TV, Channel 27, Sumter; WJWJ-TV, Channel 16, Beaufort) and one translator (Channel 55, Rock Hill).

Although ETV's seven broadcast stations and one translator are limited to telecasting one program on each station at a time (as compared with six on the closed circuit system) the presentation can be viewed at any location within the coverage area, just as with commercial stations. Plans are now underway for converting the translator to a full station and for construction of three additional stations. In 1975-76, ETV stations in Sumter and Beaufort began providing quality broadcast service to those areas of the State. The State legislature has provided bonding authority that can be matched with hoped-for Federal funds to further extend ETV open circuit systems.

With more than 800 elementary schools to be served, ETV chose broadcast television as the most efficient and economical mode of transmission of in-school elementary programs. Since fewer lessons are offered at these grade levels than for secondary or higher education and the school schedule itself is more flexible, ETV's broadcast facilities, when completed, can provide the necessary elementary school courses to meet the present needs of the schools.

Broadcast television offers unlimited opportunities for providing services to the general public. Interested citizens can stay at home or gather in groups for training or in-service programs for business, industrial or professional personnel; teachers can meet in-service requirements; and the home viewer can receive interesting and informative cultural and public affairs programming. Now, too, college credit courses are available for at-home viewing and thousands of South Carolinians annually earn higher education credits without traveling to university campuses and disrupting their professional and personal lives in order to continue their graduate or undergraduate college education.

The Impact of Equipment on Utilization

Utilization studies have shown that there is a direct correlation between set availability and utilization of television by the schools. Where relatively few television sets are available in a school, or where such sets are not readily accessible to a given classroom, many teachers find it simply too inconvenient or disruptive to use television regularly; some teachers may end up not using television at all under these conditions.

In an effort to overcome this problem, the ETV Network secured an annual appropriation of \$125,000 to be used, on a matching basis with schools, for the purchase of television receivers and antenna equipment. This program is extremely effective in making ETV available to the many schools demanding increased service.

During the 1973-74 school year, ETV placed \$25,000 in matching funds for TV equipment and building distribution systems in 20 districts having a critical educational need. The table below indicates that the additional reception has had a most favorable impact on utilization in the intervening period. The increases in numbers of using schools and in series enrollment are all well above the statewide rate of growth in usage:

<i>Year</i>	<i>Schools Using ETV</i>	<i>Students Using ETV</i>	<i>Total Series Enrollment</i>	<i>Teachers Using ETV</i>	<i>ETV Classes</i>
1973-74	59	16,486	48,162	604	2,881
1975-76	63	18,645	74,260	649	2,972
GAIN	6.8%	13.10%	54.19%	7.5%	3.16%

School utilization of ETV courses has also been shown to increase significantly in areas where "tape and delay" centers were established at ETV stations. These centers use relatively inexpensive cassette video tape recorders to transmit programs on local closed circuit channels to area schools upon request. Under the "tape and delay" system, any teacher may request broadcast of an individual program at a specified time. In this way, the "scheduling problem" which once limited some teachers' utilization of ETV is eliminated; lessons can be ordered to suit each educator's own curriculum plan. ("Tape and delay" broadcasts are rescheduled transmissions of lessons previously sent from Columbia.)

Other Programming Activities and Accomplishments

With a continuing emphasis on instructional broadcasting for credit, the South Carolina Educational Television Network has also continued to provide educational programming for the general public by identifying and serving the diverse educational needs of South Carolinians in their homes through Public Broadcasting.

In this area, strong emphasis was placed on public television programs to solve the varied problems of the State's citizens. In addition to THE CAPTIONED NEWS, which provides daily news information to deaf South Carolinians, the number and quality of other programs, educational and enrichment, which were captioned for the hearing-impaired increased significantly in 1975-76. IMAGES OF AGING provided educational information on the problems and prospects of older Americans, while HEALTH SCIENCES continued to inform the general public on vital topics related to medicine and health.

Information on current needs and topics of general educational interest was made available on SEVEN30, LEGISLATIVE PROFILE, TOWN MEETING, and a number of specials; often these programs offered access to guest experts through ETV's telephone talkback system, whereby viewers can secure answers to their specific questions on any given topic. Follow-up discussions, supplementary literature on the topics and referral services were frequently a part of these programs, as they were with such award-winning minority programming as JOB MAN CARAVAN and FOR THE PEOPLE. ABOUT SELF-INCORPORATED and ABOUT BREAD AND BUTTERFLIES offered parents and teachers an insight into the special problems encountered by children and adolescents.

In addition, South Carolinians continued to receive a wealth of cultural enrichment programming — nationally from the Public Broadcasting Service, regionally from the Southern Educational Communications Association, and statewide from South Carolina ETV. Programs which were most highly rated and appreciated by at-home, evening audiences, included SESAME STREET, THE ELECTRIC COMPANY, MASTERPIECE THEATRE, NOVA, FIRING LINE, THE ASCENT OF MAN, WASHINGTON WEEK IN REVIEW, SEVEN30, JOB MAN CARAVAN, NATIONAL GEOGRAPHIC SPECIALS, THE ADAMS CHRONICLES and LOWELL THOMAS REMEMBERS. The latter, which was produced by SECA through the facilities of ETV, was rated the second most popular series on public television by a nationwide viewing audience. STUDIO SEE, an ETV series for adolescents, received a SECA Award as the best public television series in the 14-state SECA region and was selected as one of 28 programs to be broadcast nationwide in the 1976-77 PBS schedule. Other ETV programs selected for nationwide broadcast included the documentary THE SHADOW CATCHER and two Bicentennial specials, PLAY IT AGAIN, UNCLE SAM and SING AMERICA SING. Two ETV art education series — JOURNEY INTO ART and ILONA'S PALETTE — met with enormous viewer response and favorable comments; ILONA'S PALETTE elicited the same reaction from viewers throughout the Southeast when it aired on the SECA Network.

The major thrust of South Carolina at-home programming efforts has continued to be in the area of children's television programming, combining such nationally-produced efforts as SESAME STREET with local efforts such as STUDIO SEE.

Numerous other programs — musical, theatrical and ballet performances, and other specials spotlighting South Carolina's culture, heritage, present accomplishments, talent and outstanding personalities — were also produced and broadcast.

Television Programming Summary

ETV averages 125 public school instructional programs telecast on open circuit and closed circuit *per day*. On each typical day there were three programs of staff development teacher training, ten higher education programs, four general adult education programs, and an average of five continuing professional education programs. In general education, ETV offered an average of eight children's programs for home learning, four programs for self-improvement, nine public affairs programs, and five programs of cultural enrichment.

This depth, diversity and direct application of outstanding television programs to meet the direct needs of our State far exceeds those of any other state.

PROGRAMMING FOR A TYPICAL DAY

	<i>Number of Programs</i>	<i>Hours Devoted</i>	<i>Percentage of Broadcast Day</i>
<i>Instructional Programs</i>			
Public School	125	43.25	54.6%
Teacher Staff Development	3	1.50	1.9%
Higher Education	10	12.91	16.3%
Adult Education	4	1.50	1.9%
Continuing Professional Education	5	4.00	5.1%
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	147	63.16	79.8%
<i>General Educational Programs</i>			
Children's Programs	8	6.00	7.6%
Self-improvement	4	2.00	2.5%
Public Affairs	9	5.00	6.3%
Cultural	5	3.00	3.8%
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	26	16.00	20.2%
TOTAL	173	79.16	100%

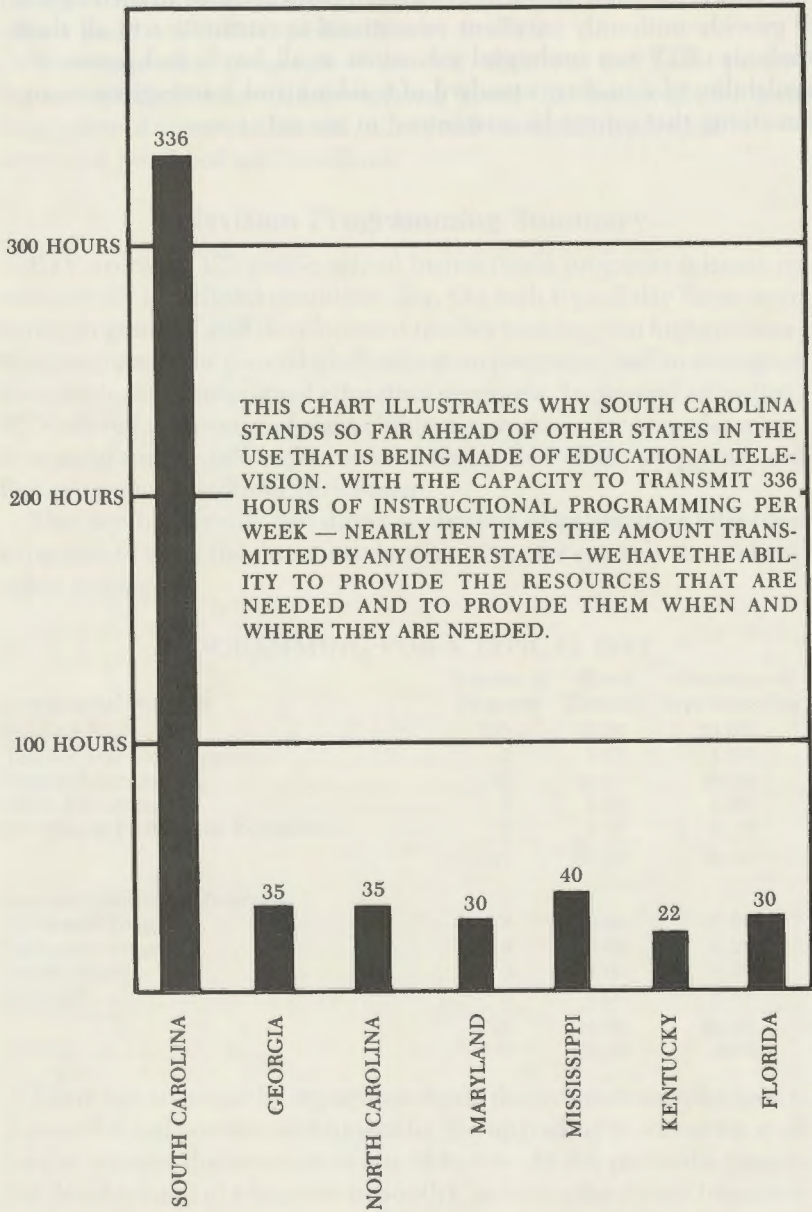
There can no longer be any serious doubt that educational television is a powerful and positive instrument for the upgrading of education at all levels. Massive documentation attests to this. At this particular time in the development of education in South Carolina, educational television can play a more important role than ever before. And it is by any measure one of the best buys in education, costing less than 1.5% of the State's education budget.

As subject matter is rapidly changing and becoming more complex, educational television is capable of providing vast resources to teachers throughout the State and of helping them immeasurably in their efforts to provide uniformly excellent educational opportunities to all their students. ETV can undergird education at all levels and insure the availability of a uniform standard of teaching and learning resources, something that cannot be guaranteed in any other way.

Comparable Instructional Television Statistics From Various States



Total Hours of Instructional Lessons Transmitted Per Week



Comparable Instructional Television Statistics From Various State Networks

	S. C.	GEORGIA	N. C.	MARYLAND	MISSISSIPPI	KENTUCKY	FLORIDA
Total Budget*	5,041,139	5,534,024	2,656,594	5,102,720	2,679,697	4,312,281	9,127,443
Total Course Enrollment	1,086,293	414,901	340,305	290,774	201,140	240,300	450,600
Number of Courses	160	103	52	75	83	36	84
Number of Hours Transmitted Per Week	336	35	35	30	40	22	30
ENROLLMENT SUMMARY							
K-12	968,411	414,686	340,000	290,174	200,000	240,000	450,000
Teacher In-Service	4,926 (16 Courses)	Unknown (1 Course)	75 (1 Course)	Unknown (4 Courses)	Unknown (1 Course)	None Offered	Unknown (2 Courses)
Higher Education	5,407 (60 Courses)	25 (1 Course)	190 (5 Courses)	(5 Courses)	740 (6 Courses)	None Offered	Unknown (12 Courses)
Basic Adult Education	17,500 (5 Courses)	150 (2 Courses)	40 (2 Courses)	600 (1 Course)	400 (5 Courses)	300 (5 Courses)	600 (12 Courses)
Law Enforcement Training	4,300	None Offered	None Offered	None Offered	None Offered	None Offered	None Offered
Medical Education	8,875	None Offered	None Offered	None Offered	None Offered	None Offered	Unknown
Other Continuing Professional Education	76,874	40 (1 Course)	None Offered	None Offered	None Offered	None Offered	Unknown

* 1974 Nonfederal Income as Reported by the Corporation for Public Broadcasting

Educational Radio

Summary

In September 1972, the first of a planned statewide network of FM radio stations signed on in Greenville. By 1975-76, three stations were in full broadcast operation: WEPR-FM in Greenville, WSCI-FM in Charleston, and WMPR-FM in Sumter. A fourth station, WLTR-FM in Columbia, was scheduled to go on the air in August 1976 with its own separate broadcast schedule. An additional station is scheduled for the Rock Hill area in 1977-78.

Although ETV has statewide broadcast and multi-channel closed circuit television systems, the capability of such a communications system is sometimes hard-pressed to meet the rapidly-expanding requests for service from groups throughout the State. Educational radio provides an additional means for satisfying these vital needs. The medium's limitations as a communications device can be compensated for by thoughtful selection of services and uses; these limitations are also balanced by radio's ease, flexibility and low production costs.

Some courses, such as music and literature, are ideally suited for radio. In addition, the use of the sub-channel to provide programming for the blind (as described in following paragraphs) offers a unique service opportunity. South Carolina Educational Radio is continually being improved and upgraded, and the multi-channel approach can be carried over from television to allow special "closed circuit" radio programming.

Main channel programming provides instructional broadcasts each weekday from 8:30 a.m. to 3:00 p.m. Evening broadcasts bring informational, educational and cultural materials to the general public.

Instructional Radio for the Public Schools

Although a relative newcomer to South Carolina, instructional radio has been a part of the educational communications industry for some time. The first such station, WHA, was established in Madison, Wisconsin in 1919. Internationally, radio is used as an instructional tool in Canada, Great Britain, India, Japan, Sweden, Africa, Korea and Australia.

Through the uniqueness of the medium, radio has been used successfully to teach subjects ranging from mathematics and mechanical drawing to dental hygiene and music appreciation. Indeed, radio makes several special contributions to the learning experience. It involves the student by stimulating his imagination, helps to teach listening skills, brings immediacy into the classroom, implements the newest curriculum approaches, and permits a variety of formats.

In 1975-76, Educational radio services in South Carolina expanded dramatically, with 20 instructional courses being offered. Even with

limited transmission capacity available and with only 153 radio receivers in the schools, utilization figures for the spring semester were startling. Total course enrollment for Educational Radio was 23,938, with 10,502 individual students utilizing the medium and 244 teachers teaching one or more of the 20 courses available.

Education for the Blind Through Radio

SCA or sub-channel programming on one channel has been given over entirely to educational programs for the visually handicapped. Twelve and one-half hours of such material is broadcast each day over a special sub-channel. The signal can be picked up only by specially designed receivers which are issued to qualified individuals through the Commission for the Blind. A major aim of the sub-channel programming is to answer the special educational needs of its blind listeners.

The subchannel programming provides: career and employment information; practical knowledge including consumer information, tips on repairs, recipes, etc.; a complete weekly reading of a selected book each week; and programs including stories, games and crafts for handicapped young listeners. The subchannel also keeps its listeners informed on happenings in the world around them, with daily readings of local, state, and national publications.

A milestone in radio communications South Carolina ERN's programming for the visually handicapped was the third of its kind to be offered in the United States and the second to be sponsored by a state government agency.

ETV Commission Objectives

There is no question that the ETV Commission has been highly successful in meeting its responsibilities, which have included:

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the State, be they elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of the State to continue their professional education.
3. An additional responsibility lies in the area of providing continuing professional education for South Carolina citizens through the production and transmission of post-graduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institution training, food service, and any others as 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, informational programming for the public, training for agency personnel, and inter-agency communications.
6. A final responsibility inherent in any institution of education be it school, college, museum, or television station is to provide general information reflecting knowledge of and interest in our world.

EVALUATIONS OF ETV

Educators Laud South Carolina System

Many education leaders have commended the South Carolina ETV system. Among these have been Dr. Sterling McMurrin, then U. S. Commissioner of Education and presently directing the U. S. Government study of Instructional Television, who said, "South Carolina has a very genuine lead over the nation in educational television." Dr. Alvin E. Eurich, then Director of the Fund for the Advancement of Education, commented: "South Carolina has the basis and blueprint for what educational television needs to bring about a healthy revolution in the American education system." Dr. William L. Bowden of the Southern Regional Educational Board said, "You have overwhelmed me. A miracle has been performed in South Carolina. My whole concept of the use of television will have to be substantially changed."

Studies Commend South Carolina Achievement

Carnegie Commission Study

Virtually every study involving South Carolina ETV has come out with very positive reports and recommendations. The *Carnegie Commission Study* of ETV stated, "It is clear that there resides in television the power to make massive contributions to formal education." The report pointed to South Carolina as the outstanding example of a statewide system.

Cresap, McCormick & Padgett Report

The *Cresap, McCormick & Padgett Report* recommended, "The State should seek a major expansion in the use of television facilities for instruction and teacher in-service training."

Joint Legislative Study Committee's Report

The *Joint Legislative Study Committee's Report* stated, "The progress of South Carolina Educational Television during the past year is a worthy source of satisfaction to the people of the State. The evidence of cooperation between ETV and related agencies is firming the foundation for more complete and effective use of this relatively new medium. The Television Commission and leadership responsible for its development are to be congratulated for continued persistence and flexibility in seeking to make this medium an effective tool for improvement of the state."

Moody Report

The *Moody Report* recommended, "Greatly expanded school use of educational television, one of South Carolina's great resources." The report put special emphasis on the use of ETV in the preschool and kindergarten programs.

South Carolina Education Association Survey

A recent *South Carolina Education Association Survey* entitled "Profile of the South Carolina Public School Teacher" gave a high rating to ETV, revealing that:

- . . . 82% of South Carolina teachers feel ETV is a good to excellent in-service educational medium.
- . . . 79% of South Carolina teachers feel ETV is a good to excellent instructional medium for the teaching of math and science.
- . . . 69% of South Carolina teachers feel ETV is a good to excellent medium for the teaching of social studies and literature.
- . . . 90% of South Carolina teachers feel ETV is a good to excellent educational and cultural medium for the public.

Teacher Attitude Survey

The *Teacher Attitude Survey*, conducted by Dr. Lark O. Daniel, Ph.D., San Diego State College, backed up the SCEA Survey, stating, "The elementary and the secondary teachers of South Carolina have a very positive attitude toward televised instruction, hold the procedures and products of the South Carolina ETV Center in high regard, and consider instructional television to be an integral and important aspect of the education of the children in this state. From such a solid base as this, it is to be expected that educational television will serve an increasingly important role in the educational institutions of the State of South Carolina."

Medical College of S. C. Survey

The *Medical College of South Carolina Survey* reported, "South Carolina physicians overwhelmingly endorse the medical training program now in its eighth year on ETV. Eighty percent of doctors responding to a Medical College of South Carolina survey indicate they have seen more than half of the programs offered and consider them to be very worthwhile."

Law Enforcement Survey

The *Law Enforcement Survey* states: "The ETV program has been successful, in relation to the law enforcement officers of South Carolina, in a number of ways. First, using televised instruction as the teaching medium, it has achieved its primary mission of increasing the competency of the law enforcement officers. Both their knowledge and their skills may be expected to have been improved as a result of participating in the program. Second, the attitude of the average officer toward the job of law enforcement has become more positive as a by-product of the ETV programs. It is reasonable to expect that with increased knowledge comes a greater sense of professionalism. There are many other positive results of the ETV training project which you will find discussed in the Report."

ETV Evening Audience Survey

The *ETV Evening Audience Survey* of several years ago reported that at that time, "Fifty percent of Columbia households watch ETV." This survey, conducted by the University of South Carolina Journalism and Communications Research Center, also indicated that family members in more than 16% of capital city homes have taken ETV courses. Recent coincidental surveys and samplings for individual programs indicate definitely that this figure has increased dramatically. A reasonable estimate would indicate that 90% of South Carolina households within existing coverage areas view ETV programs.

Other Audience Surveys

The South Carolina Network is reaching its audience in ever-increasing numbers. For example, a special statewide survey on the highly successful, award-winning, *JOB MAN CARAVAN* indicated that 70% of the target audience watched the series. Another independent coincidental survey of a "special" indicated that 11% of all television viewers in the Columbia area were watching the South Carolina Network.

The Governor's Management Review Commission Report

The most intensive recent study of the South Carolina System has been undertaken by the Governor's Management Review Commission. It endorses the work of ETV in the past and expresses extremely positive recommendations for improving ETV facilities and extending the economic advantages of ETV throughout the State through the extension of additional closed-circuit multi-channel transmission capabilities.

Other Reports

ETV has in the past few years reported on its activities to the Budget and Control Board, the Governor, the General Assembly, and the people in many ways and publications. Among the most appropriate and current of these are the following:

South Carolina Instructional Television Resources, 1973-74.

Educational Television, "Police Training via ETV — From Crime to Court in South Carolina."

The South Carolina ETV Network.

Educational Television, "South Carolina ETV Network Joins With University of South Carolina to Offer New Opportunities for Businessmen Via ETV."

Educational Television, "South Carolinians Find Jobs Via ETV."

Supermarket To Satellite, Progress Report, South Carolina ETV Network The Decade of the Sixties.

Educational Communications in South Carolina, Long-Term Projection, 1970.

South Carolina ETV Guide, Monthly.

Prescription For Future Shock, 1973.

Annual Reports.

ITV Newsletter, four times a year.

Forecast: Higher Education, four times a year.

Cultural Calendar, Monthly.

ITV Staff Development Schedules, September-May.

ETV AWARDS

National Academy of Television Arts and Sciences 1969-1970 Station Award

National Academy of Television Arts and Sciences 1970-1971 Station Award

National Academy of Television Arts and Sciences 1974 Emmy for INSIDE/OUT (Instructional Television)

National Conference of Christians and Jews Mass Media Brotherhood Award

Ohio State Award for SPORTSMANLIKE DRIVING.
 Ohio State Award for ELECTRONICS AT WORK
 Ohio State Award for CHEMISTRY
 Ohio State Award for SOUTH CAROLINA HISTORY
 Ohio State Award for IT'S A NEW SOUND
 Ohio State Award for THE GIFT OF THE MAGI
 Southern Educational Communications Association Award for Outstanding Instructional Television for THE GIFT OF THE MAGI
 Alfred P. Sloan Radio-TV Award for Distinguished Public Service in Highway Safety
 Southern Educational Communications Association Award for Excellence in Instructional Programming.
 Southern Educational Communications Association Certificate of Merit for Public Television Programming
 American Express Police Science Award for the South Carolina ETV Law Enforcement Training Program
 U. S. Department of Health, Education, and Welfare Citation for Outstanding Contribution to Health Mobilization Program
 Corporation for Public Broadcasting Award for Excellence in Community Relations
 American Automobile Association Commendation for SPORTSMAN-LIKE DRIVING
 National Federation of Music Clubs Award of Merit, 1971
 National Federation of Music Clubs Award of Merit, 1974
 South Carolina Education Association School Bell Award
 American Society for Training and Development Public Service Award for EFFECTIVE SUPERVISION
 Ohio State Award for VANISHING TOWNS
 The Scripps-Howard Foundation Award, 1974
 Southern Educational Communications Association Award for Creative Production for PLAY IT AGAIN, UNCLE SAM, 1974-1975
 Southern Educational Communications Association Award for Best Public Television Program for PLAY IT AGAIN, UNCLE SAM, 1974-1975
 Southern Educational Communications Association Award for Community Service for PLAY IT AGAIN, UNCLE SAM, 1974-1975
 Southern Educational Communications Association Certificate of Merit in Public Television Programs for VANISHING TOWNS
 March of Dimes Certificate of Appreciation
 The Public Television Library Certificate of Recognition for VANISHING TOWNS
 The Association for Educational Communications and Technology of South Carolina's Annual Outstanding Program Award for the Pro-

**gram CERTIFICATE RENEWAL AND GRADUATE CREDIT
IN-SERVICE FOR TEACHERS**

International Paper Company Award for Excellence for Creative Accomplishments in the Field of Graphic Arts, for publication of *ETV Guide* and *1975-76 ITV Resources Book*

Columbia Communicating Arts Society, First Place, Documentary Film Division, in First Annual Show, for *A FOREST IS WHERE YOU GROW IT*

South Carolina Commission for the Blind's Outstanding Benefactor to the Blind Award

South Carolina Association for Educational Communications and Technology, Award for Educational Programming for the Blind

Eleventh Chicago International Film Festival's Silver Plaque Award for *THE RENAISSANCE MAN*

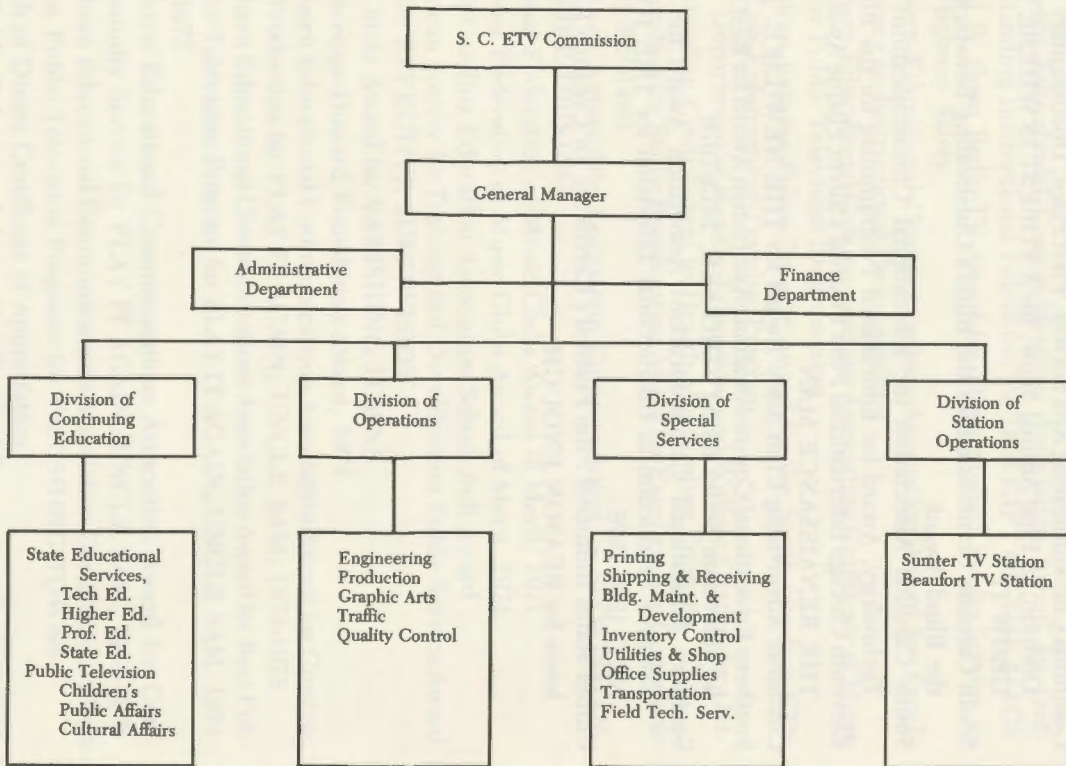
Columbia Advertising Club Addy Award for *THE NEW LIFE*, 1976

Southern Educational Communications Association Award for Best Public Television Series for *STUDIO SEE*, 1975-1976

Southern Educational Communications Association Award for Best Creative Production in Instructional Television for *THE JOURNEY*, 1975-1976

United States Industrial Film Festival's Certificate for Creative Excellence for *REASON ENOUGH*

ORGANIZATIONAL STRUCTURE



Administration and Finance

The major function of the Administration section is to assist the General Manager in the coordination of all Divisions and Departments by providing necessary planning, personnel, public information, publications, radio, and other services, including, in 1974-1975, the planning for the inauguration of broadcast services for Sumter and Beaufort. The major function of the Finance section is to assist the General Manager in the financial management of the agency including budget formulation and execution, maintenance of all accounting records, cost reduction and cost control, preparation and distribution of payroll, and approval of expenditure of funds.

Division of Continuing Education

The Division of Continuing Education is responsible for program development, content, and scheduling. In addition to serving the public school educational system of the State, ETV assists in many projects with higher education, including Medical University and Technical Education as well as continuing education and adult education. Likewise it helps to meet the educational needs of State agencies by advising, producing and distributing instructional materials over the Network or in various other technological formats. Another function of ETV is to serve local community needs by offering a variety of programming for at home viewing in the areas of the performing arts, including projects in classical drama and literature, as well as other types of classical broadcasts, children's programming, and public interest programs. The ETV Network is the outlet in South Carolina for the programs of the National Public Broadcasting Service — programs provided at no cost to the State.

Division of Operations

There are three major functions of the Division of Operations. The first is to combine the technical and artistic elements of the television medium to produce educational television programs for the varied programming objectives of the Network. The second major function is to combine the technical elements involved in transmission of television programs by open and closed circuit to deliver programs to schools and the citizens of the State. This function includes operation of the five broadcast transmitters at various locations throughout the State and the construction of additional stations. The third major function of the Division of Operations is to provide for appropriate scheduling functions of all of the transmission resources of the ETV Commission and to supervise quality control functions in both the transmission and produc-

tion areas. In carrying out these functions, the operation and maintenance of a large amount of technical equipment including video tape machines, color cameras, and broadcast transmitters is required.

Division of Special Services

The major functions of the Division of Special Services are to provide assistance to schools, institutions and other facilities with the design, purchase, installation, maintenance and replacement of appropriate types of receiving systems necessary for reliable quality reception of ETV programs; to manufacture the printed and other supplementary materials; and to provide other efforts necessary to coordinate the use of ETV resources in the schools. Specific areas of responsibility include: the development, installation and evaluation of the statewide emergency warning system; the development, installation, and evaluation of the statewide closed circuit expansion for higher education, public schools, professional organizations, state agencies and the medical network; constant maintenance and evaluation of the ETV trouble reporting center; implementation of the Occupational Safety and Health Act; to provide the essential mechanical and supplemental services necessary to the effective performance of the staff, including printing, shipping and receiving, building maintenance and development, inventory control, utilities, shop, office supplies and equipment, transportation and telephone communications.

Staff

2712 Millwood Avenue
Columbia, S. C. 29250

Henry J. Cauthen, *President and General Manager* — 758-7201

Thomas L. Stepp, *Deputy Manager* — 758-7210

Robert E. Wood, *Director of Education* — 758-7206

Charles S. Morris, *Director, Division of Operations* — 758-7208

George W. Hopkins, Jr., *Director, Division of Special Services* —
758-7216

Joseph T. Karr, *Director of Finance* — 758-7222

William D. Hay, *Director, Educational Radio* — 758-7318

Rex Schnupp, *Deputy Director of Education* — 758-7261

Gene Upright, *Deputy Director of Education for Public Television
Programming* — 758-7333

Dick Phipps, *Director of Information and Publications* — 758-7284

Robert M. Frierson, *Manager, Beaufort Station* — 524-0808

J. D. Hunt, *Manager, Sumter Station* — 773-5546

S. C. ETV COMMISSION BUDGET 1975-1976

The following budget statistics reflect how — in conjunction with the Agency's budget and organizational structure — expenditures were made to achieve the goals and program accomplishments of the Agency and of the services provided to the State's citizens herein reported.

ADMINISTRATION AND FINANCE

Personal Service	\$ 329,333
Other Operating Expenses	205,428

CONTINUING EDUCATION DIVISION

Personal Service	374,601
Other Operating Expenses	236,798

SPECIAL SERVICES DIVISION

Personal Service	448,298
Other Operating Expenses	3,432,672

OPERATIONS DIVISION

Personal Service	1,303,073
Other Operating Expenses	1,494,213

RADIO DIVISION

Personal Service	153,498
Other Operating Expenses	65,139

STATION OPERATIONS — BEAUFORT

Personal Service	212,502
Other Operating Expenses	104,064

STATION OPERATIONS — SUMTER

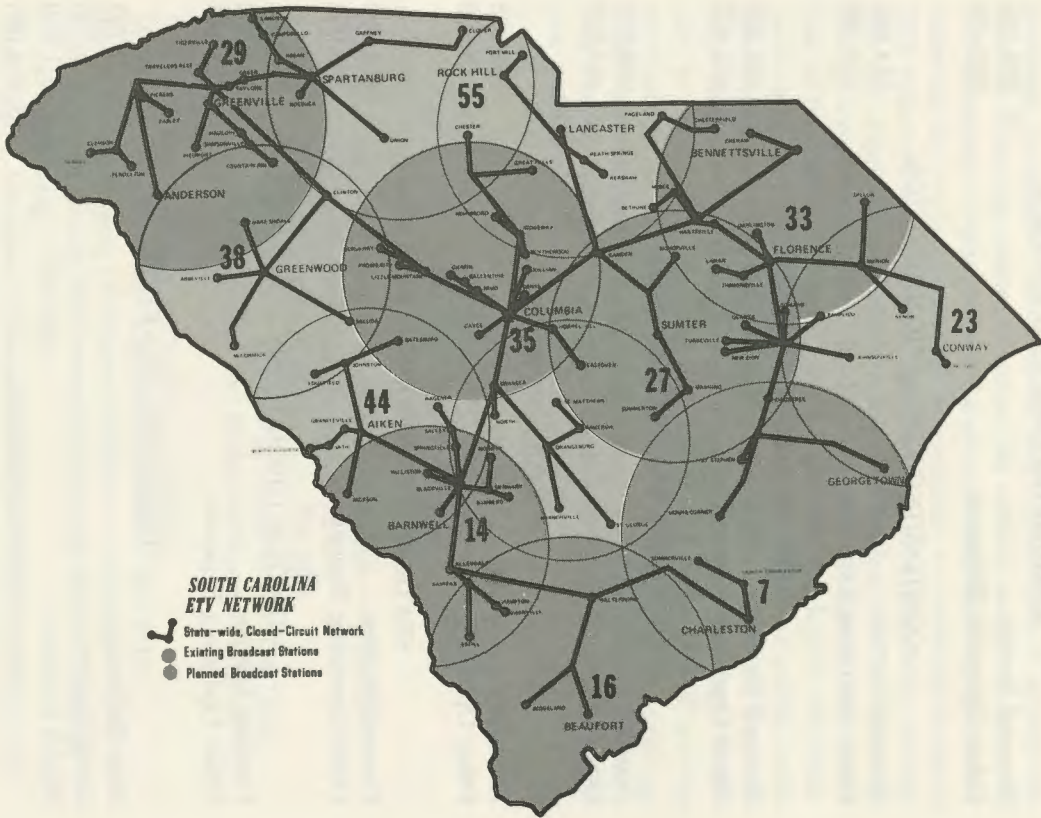
Personal Service	200,398
Other Operating Expenses	85,157

*EMPLOYEE BENEFITS




State Retirement	5,793
Social Security	4,788
Health Insurance	1,230

TOTAL EXPENDITURES	\$8,656,985
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* Non State Appropriated Funds



**SOUTH CAROLINA
ETV NETWORK**

-  State-wide, Closed-Circuit Network
-  Existing Broadcast Stations
-  Planned Broadcast Stations

NETWORK MAP

SUMMARY 1975-76

The major objective of the South Carolina Educational Television Commission is to apply the cost-effectiveness and learning enhancement of educational television to educational needs of the State. This goal is readily obtainable, as has been proved by the innovative progress ETV has made in its formative years. Although ETV has not even completed the basic transmission system designed to provide service to the entire State, its effectiveness and economy have long been clearly established.

South Carolina spends less than 1.5% of its education budget on ETV. For that minor proportion of overall expenditures, ETV has reached out to improve the quality of education at every level of education in the State. Increased service will continue to be our goal.

The primary area of ETV service is education in kindergarten through twelfth grade classrooms. Last year 8,846 individual teachers in South Carolina used ETV. Teachers who use ETV have recognized the value of applying it to as many students as possible, because each individual student uses ETV for an average of nearly five courses.

ETV is in ever-increasing demand. Even with budget reductions, total ETV enrollment increased 13.28% last year over a nearly 25% increase the year before.

The precise data are that 272,171 individual students used ETV, generating a *total ETV course enrollment of 1,097,032*. Thus, individual student enrollment increased 7.6% and total ETV course enrollment increased 13.3%. (By definition, individual student enrollment counts any child who uses one or more ETV courses once; total ETV course enrollment counts the total number of students in all ETV courses and thus, if a student takes two courses he would be counted two times.)

Specific goals of ETV and the Office of Instructional Television of the State Department of Education for this school year are to increase individual student enrollment by 5% and total series enrollment by another 10%.

The ETV objective for 1977-'78 is a total ETV course enrollment of 1,388,000.

A most innovative utilization of ETV in-school broadcasting has been in the relatively new field of educational radio. Educational radio is a multi-faceted tool to supplement and enhance television. It is inexpensive. Frequently, it is more effective in imparting information or stimulating the imagination of the school child than other audio-visual techniques. The first year of cooperative programming with the Department of Education has just been completed and even with the limited transmission capacity available at the time and the very limited number of radio receivers in schools (153) the utilization is startling. 244

teachers taught one or more of the twenty radio courses available. Individual student enrollment was 10,502 and *total course enrollment was 23,938*. Of course, none of the figures are duplicative of television and none include the twelve hours per day of simultaneous programming for the blind (which is fed through the same radio transmitters that serve the schools, but on channels that only the certified handicapped can receive on special federally-funded, restricted-channel receivers.)

Service to public schools is, however, only the primary ETV service goal. A second major objective of the agency is to provide increased and improved higher education opportunity and, particularly, to provide it to those students who live in areas where it would not otherwise be available to them or who work to support families and cannot conform to the normal schedules that would be required of them were it not for ETV. The number of ETV higher education courses has increased from 61 to 66 during the last year. Students continue in the Masters Degree in Business courses — studying at night in TEC centers around the State, while maintaining productive jobs in South Carolina's geographically spread industrial economy. Some courses are offered in the ETV broadcast stations so that teachers, professionals, and other students can receive college credit at home, without even having to attend local community classes. Only in England (through their famed "Open University") is this type of college credit at home available on such an extensive basis. Courses in undergraduate business, education, math, computer science, general studies, health education, and advanced placement for high school students in psychology are offered in addition to the nationally pioneering Masters programs in business and engineering.

Teacher education has always been a major priority of ETV service. Each year, more and more teachers enroll in courses for graduate college credit, certification credit, and continuing in-service education. Enrollment in '75-'76 was 7,298 (a 31% growth over '74-'75).

Teaching the fundamentals of basic education to adults who missed the opportunity to obtain a high school education is an important objective. Courses for adults in this general area of education have ranged from basic literacy training to teaching the advanced skills necessary to obtain a high school equivalency certificate. ETV has been reaching 17,500 adults each year in this way and our objective is to maintain this service to approximately 18,000 adults in the year to come.

Since 1961, when ETV pioneered in the continuing education of doctors, education for all types of medical professionals has been a major service objective of the agency. The service continues to grow at an astounding rate — from 8,875 in '74-'75, to 13,284 in '75-'76, to an estimated 19,000 in 1977-'78.

Additional breakthroughs are being made in the area of applying the economics of ETV to medical education. Foremost among these is the interconnection by ETV of the Medical University in Charleston and the Medical School of the University of South Carolina in Columbia. This interconnection, related equipment and staff cost approximately \$90,000. There is no more efficient way in which a sharing of faculty, resources, and medical information could be of greater service to the State. Medical students enrolled in each institution will benefit from the enriched instruction available only from the combined resources of both institutions. Every member of the medical profession, from physician to para-medic, can benefit from the continuing education programming which will be generated by this interconnection and then distributed throughout the State on existing ETV lines to be available in every area of South Carolina, no matter how previously remote in geography or history from modern medical techniques. Teaching hospitals in Greenville and Spartanburg will be included to permit even further sharing of resources. Because of the economy of the important services this plan will provide, ETV was able to proceed with the development of the system.

In the field of health education, this technical interconnection will be utilized for undergraduate medical education by both institutions; for residency programs at smaller hospitals to increase instruction and to encourage physicians to settle in less populous areas of the State; for graduate medical education; for continuing training of allied health workers, nurses; and other para-medical personnel working in hospitals; for coordination with and input to TEC and other associate degree medical and scientific programs; and for continuing education in hospital administration.

Other forms of ETV continuing education will continue. The training of law enforcement officers through the statewide closed circuit each month is a good example of the application of television to prevent expensive travel and wasted travel-time while keeping any professional up to date on the latest progress in his profession. Business and industrial training is targeted to serve over 50,000 managers and employees with 17 courses during 1977-'78. It is just one more excellent example of adding service to service to continually increase the efficiency of the ETV transmission system even further.

Other specific goals and objectives for the coming year include cooperation with 70 state agencies on special training and information programs and providing 200 special educational services such as classes via multi-media, film, videocassette, broadcast transmission, closed-circuit transmission, slide-tape presentations, audio and radio presentations, and booklets, brochures and the like. The ancillary ETV services are a critical part of our overall mission. They permit the State to achieve

economy in servicing its own audio-visual needs. They make possible effective communication by and among State agencies which would not be possible without the on-going support of ETV, the State's professional telecommunications agency.

