

AGENCY NAME:	South Carolina Educational Television Commission		
AGENCY CODE:	H670	SECTION:	8

**Fiscal Year 2016-2017
Accountability Report**

SUBMISSION FORM

AGENCY MISSION	To enrich lives by educating children, informing and connecting citizens, celebrating our culture, and instilling the joy of learning.
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AGENCY VISION	SCETV will be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.
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Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

RESTRUCTURING RECOMMENDATIONS:	Yes	No
	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Please identify your agency's preferred contacts for this year's accountability report.

	<i>Name</i>	<i>Phone</i>	<i>Email</i>
PRIMARY CONTACT:			
SECONDARY CONTACT:	Bobbi Kennedy	803-737-3451	kennedy@scetv.org

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I have reviewed and approved the enclosed FY 2016-2017 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):	
	(TYPE OR PRINT NAME):

BOARD/CMSN. CHAIR (SIGN AND DATE):	
	(TYPE OR PRINT NAME):

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AGENCY’S DISCUSSION AND ANALYSIS

ETV champions South Carolinians’ quality of life by improving their education and thus the appreciation of the world around them. ETV’s vision is to be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve. To reach key strategic initiatives, a three-part strategic framework has been developed— EVOLUTION (pursue more indigenous content, produce more content for PBS/NPR, engage audiences across all media platforms); BUSINESSLIKE (identify current and future revenue sources, balance mission activity with revenue generation, assess staff and funding needs every three years); and LEGACY (be the purveyor of arts/history/culture/STEM, harness technology for education advancement, protect and inform South Carolinians). ETV is committed to supporting the state in its efforts to ensure the South Carolina graduate is career and/or college ready.

ETV celebrates 59 years of service to South Carolina in September 2017. Our priorities of education, emergency communications, public safety training, and transparency remain the backbone of our state sourced funding. The statewide television and radio network provides easy access to education services through ETV’s infrastructure, training, production, and aggregation of education content. Our affiliation with PBS and other national producers enables us to bring together the nation’s most highly regarded educational content for children. ETV also provides online public safety and security training for emergency telecommunications. A national WARN program allows the use of ETV’s spectrum in case of a national or regional emergency. ETV and South Carolina Public Radio serve as the Media of Record for the state. ETV provides daily coverage of the House and Senate sessions, as well as live web streaming from House and Senate hearing rooms and the SC Supreme Court. The network produces local content that fosters economic development, celebrates the culture and rich diversity of our state and is a national program producer and presenter for television and radio programs and series.

ETV remains South Carolina’s only statewide broadcasting service for both TV and radio. ETV’s and South Carolina Public Radio’s signals reach rural areas in the state where viewers and listeners often do not have access to or can’t afford cable or internet services. ETV, one of the few remaining free, over-the-air options, is in many cases the primary source of educational and cultural content for these areas.

In order to fulfill its mission, ETV must continue to maintain a complex infrastructure to support television and radio while at the same time increasing web services and streaming services. Measures used by the agency often apply to multiple areas. ETV re-purposes content, produces for many platforms, and maximizes use of product across customer groups in order to be efficient and productive. The measures in this report reflect stable movement toward digital delivery while generating revenue for digital and broadcast efforts.

During FY 2015-16, the Network developed a plan, working with the ETV Commission, regarding the nationwide FCC auction, which enabled all broadcasters to sell or convert spectrum in an auction with buyers represented by telecommunication and wireless companies. In July 2017, ETV received \$43,162,610 in spectrum auction proceeds from the FCC. These funds were in exchange for ETV’s relinquishment of spectrum associated with one of the network’s upstate television channels whose

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signal overlaps with another ETV signal. According to the terms of the proviso (8.2), ETV will retain \$35 million of the proceeds, which are in a restricted account for capital expenditures to be utilized to shore up the Network’s massive infrastructure of towers and other equipment and building structures across the state. The balance was transferred to the Department of Education, per the proviso. ETV has developed a five-year capital plan for investment of these proceeds. In July 2016, the Network began managing licensing contracts for all state towers, not just ETV towers, per proviso 8.4. This activity was previously handled by the Department of Administration. ETV is developing a customer service plan, billing, and administrative support to manage this activity.

ETV’s infrastructure is key to the agency’s ability to meet our mission. ETV creates local content specific to South Carolina. The reliability of broadcast in the event of an emergency is a core service for citizens of the state. On an ongoing basis, ETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. The way ETV stores, manages and delivers content is changing. Our delivery methods require fast reliable network connectivity and greater control and monitoring of the Network’s infrastructure. Upgrades allow ETV to provide more reliable customer service in a secure, reliable manner.

ETV is critical to public safety in the state. ETV works with the Governor’s Office and the Emergency Management Division to communicate important information to citizens (inclement weather alerts, state office closings, voluntary/mandatory evacuations). The Network maintains 650 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. ETV also houses critical communications infrastructure for SLED, DNR, EMD, Forestry, DOD, DHS, Civil Air Patrol, and 14 NOAA Weather Radio Service Transmitters. ETV maintains and manages the SCHEART (South Carolina Healthcare Emergency Amateur Radio Team) infrastructure, which includes a network of over 50 radio repeaters. SCHEART reaches participating hospitals in the state and allows the flow of information on incoming patients, evacuations and coordination among facilities during emergencies and weekly communications exercises. Capital funds are needed to maintain the Network’s diverse infrastructure and expand our digital services. The authorization for capital funding (non-recurring) is part of our request for FY 2018.

During the last six years, ETV has been increasingly more customer-focused and more entrepreneurial. The agency receives proviso funds through the state to support emergency preparedness, public safety training and transparency, and EIA funding for educational and technology services. State sourced funding is essential to maintaining ETV's primary mission: to enrich South Carolinians’ lives and education. These funds support many of the services described in this report. ETV also receives funding from ETV Endowment contributors and sponsors to support acquisition and creation of national programming; other revenue sources include lease payments for use of its spectrum and licensing of tower space. Like other public media organizations, the Network receives critical funding from CPB, the Corporation for Public Broadcasting. It also seeks grants for certain projects.

The ETV Endowment of South Carolina is the liaison between ETV and South Carolina Public Radio and the donors who financially support the television and radio programming schedules. The Endowment raised \$4,920,208 in membership revenues in FY 2016-17. Annual planned giving, major gifts, and

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sustainers are key factors in the Endowment’s fundraising strategy. Sustainers are donors who support the Endowment with recurring monthly gifts and represent 24.5% of total membership revenues in FY 2016-17, up from 20.4% in FY 2015-16. During 2016-2017, ETV and The ETV Endowment expanded community screenings throughout the state. Featured programs included *Live at Charleston Music Hall, A Chef’s Life, Hamilton’s America, Return to Normandy, Black America Since MLK, Victoria, Maya Angelou: And Still I Rise, Africa’s Great Civilizations, The Great War, NPR Music’s Tiny Desk on the Road, The Great British Baking Show*, a meet and greet with South Carolina Public Radio’s news team, and a conversation with naturalist Rudy Mancke and SC author Mary Alice Monroe. During the year over 2700 participants attended the events.

Another revenue production source is ETV’s television/web revenue projects. ETV production units sell services, and that number has increased to \$633,785 in production billings in FY 2016-17. The majority of that revenue was generated by grants, external clients, state agencies, rental of facilities, and ETV’s Rapid Response Studio (live shots for national news organizations, i.e., CNN, MSNBC, Fox News, Bloomberg, NBC, ABC, CBS). During FY 2016-17, live shots were produced from the Rapid Response Studio in Columbia and the regional studios in Spartanburg and Rock Hill.

ETV launched a new app for television and radio that brings ETV and South Carolina Public Radio local and national content to mobile audiences. Since the 2016 launch of the app, 4,805 downloads/active installs occurred for ETV and SC Public Radio. COVE, a PBS media player for video programming uses Goggle analytics to determine user web interactivity. Those analytics indicate that ETV is growing in online distribution and media consumption of its content. During FY 16-17, COVE sessions increased to 428,389 and YouTube video views of ETV content increased to 347,199.

While digital delivery is becoming more important, traditional means of transmitting content remains the public’s first choice of access. In August 2017 ETV launched SCETV PBS Kids 24/7. More than two-thirds of all kids ages 2-8 watch PBS (Nielsen, 2016). PBS stations reach more kids age 2-5, more moms with young children, and more children from low income families than any other kids TV network (Nielsen, 2016). PBS Kids resources have been demonstrated to help close the achievement gap for children from low income families and better prepare them for kindergarten.

South Carolina Public Radio is in its 45th year of broadcasting in South Carolina. The weekly audience is 352,100 listeners (fall 2016, Nielsen book), up 7.5% from the previous year. Radio listenership continues strong and is increasing through streaming and ancillary apps such as Tune-In, Public Radio Player, NPR News and Music, NPR One, and iTunes radio.

Funded with help from the Legislature, the weekly SC Public Radio segment *Statehouse Week* looks at pertinent issues and actions involving the General Assembly, the Governor, and other state officials. The program tracks major legislative issues and looks at how they may affect citizens of the state. Live coverage of major events such as the Governor’s State of the State Address originates from the State House. A live classical music show, *Sonata’s and Soundscapes*, airs weekday mornings. Other local programs such as *Walter Edgar’s Journal, SC Focus, Health Focus, Earth Sense, On The Keys, Carolina Live, Minute with Miles, Rudy Mancke with Nature Notes, Arts Daily, South Carolina Business Review*

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and annual *Spoletto Festival USA* coverage are productions that bring excellent original content to South Carolina.

South Carolina Public Radio has collaborated with the Spoleto Festival for more than 30 years to produce *Chamber Music from the Spoleto Festival USA*, a statewide series that becomes a nationally syndicated version of the daily concerts. This production reaches national and international audiences. Excerpts are broadcast on American Public Media's *Performance Today*, reaching over 1.1 million listeners each week on 284 stations. In addition, South Carolina Public Radio continues to distribute rebroadcasts of *Marian McPartland's Piano Jazz* to more than 100 stations nationwide through NPR.

South Carolina Public Radio and ETV provided extensive local and national coverage of Hurricane Matthew. ETV and Public Radio's reporting during the 2015 flood established the Network as a trusted resource for emergency information as well as unique human-interest stories. During the events surrounding Hurricane Matthew, ETV began live streaming all of Governor Haley's press conferences following the initial evacuation orders and the announcement that government offices would be closed. For each of Governor Haley's press conferences at EMD, a live stream was broadcast on ETV's website. ETV's *Palmetto Scene* and SC Public Radio produced a wide range of stories around the state. Follow up coverage continued throughout FY 2016-17.

On the television side, during FY 2016-17, total ETV viewing households numbers were steady. ETV produced 32 half-hour episodes on *Palmetto Scene*, a series featuring cultural, art, historical, and political issues of importance in South Carolina. News and Public Affairs broadcast 253 hours of Legislative coverage. Additionally, 302 hours were streamed for Legislative committee meetings. The production unit also did 9.27 streaming hours for the State Fiscal Accountability Authority, 57 streaming hours for the Supreme Court—Oral Arguments, and 35 hours for the Retirement Systems Investment Commission (RSIC). The News and Public Affairs and Web teams provided coverage during and after Hurricane Matthew. A one-year anniversary special, *Raging Water*, that documented the October 2015 flood and its ongoing impact aired in October, 2016. *Victory Starts Here* celebrated Fort Jackson's centennial anniversary. ETV also created a new site on [scetv.org](https://www.scetv.org) -- *Honoring South Carolina's Military* <https://www.scetv.org/military>.

The Southern Campaign of the American Revolution video package captures South Carolina's critical role in determining the outcome of the American Revolutionary War. ETV brings South Carolina's role in the Revolutionary War to viewers and students online and broadcast. This series is produced by ETV in conjunction with the National Park Service, The Self Foundation, and the local and national chapters of the Sons of the American Revolution.

In 2016-2017, National Programming's *SCETV Presents* offered three national series--*A Chef's Life*; *Reel South*; *For Your Home*; and several specials including *Remembering Charleston*; *Return to Normandy*; *Requiem for My Mother*; and *The Inevitable Evolution of Fort Frederic*. *Reel South* received a grant for \$210,000 from CPB. The series is distributed nationally and this year reached 89% carriage among public broadcasting stations. Award-winning programs included *Between the Waters*, a digital website that explores the Anglo and African American history of Hobcaw Barony. It was promoted to

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academics/colleges and K-12 educators after a series of presentations including a launch at the National Museum of History at the Smithsonian.

ETV and the South Carolina Telehealth Alliance are working together to assess, explore, and share the available telehealth resources in South Carolina. ETV and the South Carolina Telehealth Alliance embarked on a 12-month public outreach and communication program to explore the experiences of patients and providers in South Carolina. <https://www.scetv.org/blogs/telehealth>

ETV received three 2017 regional Emmys. *Remembering Charleston* was taped in the sanctuary of the historic Mother Emanuel AME Church after our state and country were shocked by the nine tragic murders. ETV talked with members of the church and community about healing and forgiveness one year later. PBS World aired the program nationally in October, 2016. Patrick McMillan received an Emmy for On-Camera Talent on *Expeditions*, a co-production with Clemson University, and SCETV Presents *Live at the Charleston Music Hall* received an Emmy for Arts/Entertainment. *Live at the Charleston Music Hall* is produced by the Chucktown Music Group and features artists in performance as well as interviews on the art and craft of their work.

This Week in South Carolina, ETV's new public affairs series features interviews with the newsmakers of the week. The programs are hosted by Charles Bierbauer, former ABC and CNN correspondent and former Dean of USC's School of Information and Communications. South Carolina was the prime location for a total solar eclipse crossing the U.S., coast-to-coast, for the first time since 1918. On August 21, 2017, ETV provided statewide coverage of the total eclipse. Leading up to August 21st, a series of multi-platform segments prepared viewers and listeners for the total solar eclipse event. *Yoga in Practice* is a 13-part yoga series led by master instructor Stacey Millner-Collins designed to encourage a daily practice for the at-home student.

ETV continues an education series *Carolina Classrooms*. New *SC Hall of Fame* short documentaries were released on <http://www.scetv.org/program/sc-hall-fame> featuring famous and well-known South Carolinians. *Making It Grow*, ETV's very popular gardening show, celebrated its 23rd anniversary.

ETV has partnered with early childhood organizations statewide, including South Carolina's First Steps, Head Start, and the After School Alliance to distribute Sprint Wi-Fi devices to early childhood educators and others in rural remote areas of the state that have limited access to Wi-Fi services. This Wi-Fi service stems from ETV's broadband (EBS) agreement, which was first signed in 2009. Over the past year, Sprint has made more than 200 hot spots available to ETV for distribution. ETV's LearningWhy provides curriculum based content to provide teachers South Carolina based media for classroom use through StreamlineSC. Over 1,100 South Carolina schools are using the service, as well as many private schools, home schools, and higher education institutions. ETV, through its PBS affiliation, offers an award-winning media-on-demand service, SC PBS LearningMedia. Teachers have access to thousands of free, innovative standards-aligned and curriculum-targeted digital resources from ETV's Education Service. Over the past two years, ETV has provided face-to-face training to 11,632 teachers, administrators and staff.

In addition to face-to-face training, ETV offers online courses for teacher recertification and

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professional development. This year, 86,340 hours of pre K-12 educator recertification renewal credit instruction were provided. These include PBS TeacherLine Southeast (SC, NC, and Georgia), the ETV Endowment’s TeacherStep courses, and ETV’s Teacher Recertification. All courses are approved by the SC Department of Education.

ETV provides an annual teacher survey that shows the use and effectiveness of ETV resources in the classroom. The link is <https://www.surveymonkey.com/results/SM-JQHP2JW6/> Of the applicable survey respondents, 96.6% said the ETV Education services they employed, including content and/or professional development, helped better facilitate learning to improve student performance/engagement and meet the goals of the Profile of the South Carolina Graduate.

ETV continues to support the Criminal Justice Academy through its online course management system and customer service. ETV houses CJA’s self-paced content and training for retired SLED agents and State Constables that do not have access to CJA’s training Learning Management System. ETV’s online course systems enable these groups to access CJA’s recertification training and allow them to keep their required recertification current.

The most potential negative impact on the public as a result of the agency’s failure to accomplish its goals and objectives would be its loss of the capability to originate content and provide broadcast and emergency signals to citizens throughout the state. The Network plays a critical role in supporting the Governor’s communications and SCEMD in broadcasting and carrying online information. ETV and South Carolina Public Radio serve as the backbone for the state’s emergency alert communications system. Teachers and students who depend on ETV content and training would no longer have access to this important educational service. Viewers and listeners across the state would lose a lifeline to ETV public affairs, arts, history, culture and science programming. If ETV is unable to accomplish its goals and objectives, those affected would include viewers and listeners across the state, public safety, emergency responders , educators, and students.

Based on performance measures adopted in FY 2016-17, ETV has met and exceeded the agency goals—to work toward creating a more entrepreneurial agency, produce and distribute education programs, provide quality media programs and transparency services, and produce, aggregate, and present broadcast TV, radio and web programming.

For the coming year, ETV will continue its five-year capital needs program, with support from the spectrum auction fund. We are working closely with the SFAA to develop long-term contracts for equipment and tower support. We will request authorization as needed. Additionally, ETV is embarking on a three-year, mandatory repacking plan involving 10 TV stations. This is the second phase of the FCC TV auction. Equipment for transmitters and other tower support will be reimbursed by the FCC, but staffing costs in engineering, finance and administration of this huge effort must be paid for by ETV. We have addressed some of these needs in our budget request for FY 18-19.

In 2018, ETV will mark 60 years of service to this state. It is a valued and trusted resource. We look forward to continued service to South Carolina to support the state in education, emergency communications, public safety and civic leadership.

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Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
G	1				Works toward creating a more entrepreneurial agency through administrative efforts such as revenue generation, state fund development, marketing, developing employees to be successful in this new environment.
S		1.1		Public Infrastructure and Economic Development	Increase giving/underwriting support
O			1.1.1	<i>Public Infrastructure and Economic Development</i>	<i>Works with ETV Endowment to grow revenue</i>
O			1.1.2	<i>Public Infrastructure and Economic Development</i>	<i>Works with ETV Endowment to grow members/donors</i>
O			1.1.3	<i>Public Infrastructure and Economic Development</i>	<i>Increase agency underwriting</i>
S		1.2		Education, Training, and Human Development	Provides value added services to the State of South Carolina to support proviso funding
O			1.2.1	<i>Education, Training, and Human Development</i>	<i>Delivers teacher training; acknowledges and supports, teacher professionalism and training; supports equity and access; and uses innovative technology</i>
O			1.2.2	<i>Maintaining Safety, Integrity and Security</i>	<i>Provides transparency services to the legislature as requested</i>
O			1.2.3	<i>Maintaining Safety, Integrity and Security</i>	<i>Provides emergency preparedness services to the State of South Carolina and training for public service officials</i>
S		1.3		Education, Training, and Human Development	Employee development
O			1.3.1	<i>Education, Training, and Human Development</i>	<i>Provides employee performance management</i>
O			1.3.2	<i>Education, Training, and Human Development</i>	<i>Keep turnover at 5-8%</i>
S		1.4		Public Infrastructure and Economic Development	Sale of Services
O			1.4.1	<i>Public Infrastructure and Economic Development</i>	<i>Sell production services to agencies and the private sector</i>
S		1.5		Public Infrastructure and Economic Development	Sell ETV video product to the public
O			1.5.1	<i>Public Infrastructure and Economic Development</i>	<i>Maximize sales of ETV programs with available product</i>
O			1.5.2	<i>Public Infrastructure and Economic Development</i>	<i>Maximize revenues from sales with available product</i>
G	2			Education, Training, and Human Development	Produce, convene, distribute, and market educational resources for South Carolina's Pre K-12 administrators, teachers, staff and students; using current educational content tools, technology, networks, and teaching practices that can be replicated throughout the state; combine these efforts with teacher training and credited recertification courses to meet the goals of the Profile of the South Carolina Graduate.
S		2.1		Education, Training, and Human Development	Improve teacher quality by customizing face-to-face training and online professional development services based on the state's and local schools' subject, skills and career needs
O			2.1.1	<i>Education, Training, and Human Development</i>	<i>Provides face-to-face training within schools, at regional centers and at ETV. Provides online courses for teachers to acquire recertification through the SC Department of Education.</i>
S		2.2		Education, Training, and Human Development	Collaborate with Department of Education, school districts and applicable state education institutions to create, convene, and distribute educational content to support Pre K-12 needs identified within profile of the SC Graduate
O			2.2.1	<i>Education, Training, and Human Development</i>	<i>Creates a new platform of Education Pre K-12 lessons for teachers to use in the classroom</i>
O			2.2.2	<i>Education, Training, and Human Development</i>	<i>Provides statewide national and local Pre K-12 educational content through ETV StreamlineSC, South Carolina PBS LearningMedia, ETV's Knowitall.org, and LearningWhy for students, teachers staff, and administrators</i>
S		2.3		Education, Training, and Human Development	Produce and market Pre K-12 educational broadcast and web programming to target students, teachers staff and administrators, parents and local communities
O			2.3.1	<i>Education, Training, and Human Development</i>	<i>Provide "Carolina Classrooms" a statewide broadcast and streaming program on topics and issues of importance to Pre-K institutions, parents, and citizenry</i>

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S		2.4		Education, Training, and Human Development	To aggregate content for easy access to districts throughout the state in order to meet Pre K-12 curriculum and professional development requirements
O		2.4.1	Education, Training, and Human Development		Track ETV StreamlineSC, South Carolina PBS LearningMedia, Knowiatll.org, and LearningWhy usage to determine impact of providing content
O		2.4.2	Education, Training, and Human Development		Track Pre-K-12 Educator Online Recertification Renewal Credits usage and face-to-face trainings to measure impact of provided PD material
G	3			Government and Citizens	Grow agency services with quality media and programming. Transparency services to legislature and government to provide citizens with an understanding of how government works.
S		3.1		Government and Citizens	Increase transparency support
O		3.1.1	Government and Citizens		Increase session and committee streaming support as requested
S		3.2		Maintaining Safety, Integrity and Security	Provides support for law enforcement training
O		3.2.1	Maintaining Safety, Integrity and Security		Coordinate with Criminal Justice Academy and SLED partners to increase training opportunities
S		3.3		Government and Citizens	Provides emergency operations support
O		3.3.1	Healthy and Safe Families		Provide SCHEART
O		3.3.2	Public Infrastructure and Economic Development		Continue to seek tower space leases
G	4			Government and Citizens	Produces, acquires, and presents broadcast, radio, web, and mobile programming to become a provider of choice and create effective content
S		4.1		Public Infrastructure and Economic Development	Maintains and develops South Carolina's image as a quality provider of National radio and television programming for the networks
O		4.1.1	Public Infrastructure and Economic Development		National program efforts reflect a focus on sharing the good news about SCETV's quality, tasteful programming and entertainment
S		4.2		Government and Citizens	Creates balance for local programming and content on radio and television to address important issues in South Carolina and be entertaining and enlightening
O		4.2.1	Government and Citizens		Produces engaging and enlightening local television programming; ratings reflect that quality
O		4.2.2	Government and Citizens		Produces engaging and enlightening local radio programming; ratings reflect that quality
O		4.2.3	Government and Citizens		Produces engaging and enlightening local web content; web analytics reflect that quality
S		4.3		Government and Citizens	Maximizes hours of the venerable PBS Kids and other children's programming
O		4.3.1	Government and Citizens		Provides content to help SC's children grow and learn with PBS Kids anchoring children's show.
S		4.4		Government and Citizens	Seek to maximize the number of ETV television viewers
O		4.4.1	Government and Citizens		Maximize TV ratings
S		4.5		Public Infrastructure and Economic Development	Seek to maximize the number of ETV radio listeners
O		4.5.1	Government and Citizens		Maximize ETV Radio ratings
S		4.6		Public Infrastructure and Economic Development	Maximizes www.sctev.org website
O		4.6.1	Public Infrastructure and Economic Development		Seek to maximize number of ETV web users
S		4.7		Public Infrastructure and Economic Development	Maximizes user of ETV Apps
O		4.7.1	Public Infrastructure and Economic Development		Seek to maximize number of ETV App users
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Performance Measurement Template

Item	Performance Measure	Last Value	Current Target Value	Current Value	Future Target Value	Time Applicable	Data Source and Availability	Calculation Method	Associated Objective(s)	Meaningful Use of Measure
1	Endowment Revenues	\$4,920,208	\$4,929,805	\$5,475,868	\$5,188,650	7/1/2016-6/30/2017	ETV Endowment	Billings and Collections	1.1.2	Revenue generated from billings and collections
2	Face to Face Teacher Training	6,305	6,500	5,327	6,000	7/1/2016-6/30/2017	ETV Registrations	Count of Participants	2.1.1, 2.4.2	Number of teachers attending training delivered in-person
3	Legislative Streaming (session/committee) hours	354.39	354.39	302	dependent upon the Legislature and its committees	7/1/2016-6/30/2017	LAS video archives data	Use by Customers	3.1.1	Hours spent streaming legislative sessions and committee meetings
4	Employee Turnover (FTEs only)	9%	5%	5.3%	9%	7/1/2016-6/30/2017	SCEIS	Separations divided by employees	1.3.2	Employee retention
5	Pre-K-12 Educator Online Recertification Renewal Credits	92,884	95,000	86,340	90,000	7/1/2016-6/30/2017	Teacherline/Moodle/Endowment	Registrations	2.1.1, 2.4.2	Hours for which teachers have registered for online recertification training
6	Legislative Broadcast Session Hours	273	280	253	dependent upon the Legislature and its committees	7/1/2016-6/30/2017	Statehouse Funding Credit Report (internal)	Count of Hours Broadcast	3.1.1	Hours spent broadcasting legislative sessions and committee meetings
7	On-Demand Pre-K-12 Sessions/Uses	1,104,562	900,000	797,362	900,000	7/1/2016-6/30/2017	Google Analytics/Learn 360	Aggregates content services analytics	2.2.2,2.4.2	Combines Knowitall, PBS Learning Media Sessions, and StreamlineSC uses
8	Local Television Programming Hours	401	401	412	415	7/1/2016-6/30/2017	Scheduall	Weekly Hours presented	4.2.1	Audience programming preferences
9	Local Radio Programming Hours	1,322	1,322	1,306	1,306	7/1/2016-6/30/2017	Broadcast Schedule	Weekly Hours presented	4.2.2	Audience programming preferences
10	PBS Kids Programming	4,300	4,300	4,300	10,650	7/1/2016-6/30/2017	Broadcast Schedule	Weekly Hours presented	4.3.1	Audience programming preferences
11	Television Viewing Households	485,410	450,000	485,234	500,000	7/1/2016-6/30/2017	Nielsen	Weekly Hours presented	2.3.1, 4.2.1,4.4.1,4.3.1	Audience numbers and characteristics
12	Radio Listeners	327,300	335,900	352,100	360,000	7/1/2016-6/30/2017	Nielsen	Weekly Hours presented	4.2.2,4.5.1	Audience numbers and characteristics
13	Production billings	\$793,419	\$607,775	\$633,785	\$634,000	7/1/2016-6/30/2017	Billings Records	Total Production Billings	1.4.1	Revenue generated from production billings
14	www.sctev.org sessions	755,753	831,328	643,189	667,334	7/1/2016-6/30/2017	Google Analytics	Number of sessions	2.3.1 4.2.3, 4.6.1	Sessions for which visitors were actively engaged
15	www.sctev.org users	381,863	420,039	354,738	365,380	7/1/2016-6/30/2017	Google Analytics	Number of users	2.3.1, 4.2.3, 4.6.1	Users actively engaged
16	www.sctev.org page views	1,304,961	1,435,457	1,676,849	1,727,154	7/1/2016-6/30/2017	Google Analytics	Number of views	2.3.1, 4.2.3, 4.6.1	Website page views
17	www.scpubli-radio.org website sessions	137,708	138,000	397,527	400,000	7/1/2016-6/30/2017	Google Analytics	Number of sessions	4.2.2	Sessions for which visitors were actively engaged
18	www.scpubli-radio.org website page views	433,395	435,000	869,787	900,000	7/1/2016-6/30/2017	Google Analytics	Number of page views	4.2.2	Website page views
19	www.scpubli-radio.org classical streaming starts	1,606,441	1,610,500	1,764,018	1,800,000	7/1/2016-6/30/2017	Google Analytics	Number of streaming starts	4.2.2	Active sessions streaming audio
	SCETV App Downloads	n/a	10 percent	3650*	365	7/1/2016-6/30/2017	Public Media Apps	Number of app downloads	4.7.1	Audience Download Rate
20	Cove sessions	428,389	ETV or PBS goal	185,672	ETV or PBS goal	7/1/2016-6/30/2017	Google Analytics	Number of sessions	4.2.3	Videos viewed within PBS Cove
21	Cove users	198,040	ETV or PBS goal	92,077	ETV or PBS goal	7/1/2016-6/30/2017	Google Analytics	Number of users	4.2.3	Users actively engaged
22	Cove page views	138,419	ETV or PBS goal	205,254	ETV or PBS goal	7/1/2016-6/30/2017	Google Analytics	Number of views	4.2.3	Website page views
23	YouTube video views	347,199	460,841	544,776	561,119	10/1/16-6/30/17	Google Analytics	Number of video views	4.2.3	Videos viewed for SCETV uploaded to YouTube
24	YouTube minutes watched	854,370	939,707	1,419,745	1,462,337	7/1/2016-6/30/2017	Google Analytics	Number of minutes watched	4.2.3	Minutes spent watching SCETV uploaded videos to YouTube
25	NPR One	n/a	n/a	48,060	50,000	7/1/2016-6/30/2017	NPR Digital Services Analytics	Number of users	4.2.2	Monthly users listening to SC Public Radio's internet stream via NPR mobile app

*SCETV's coverage of Hurricane Matthew resulted in a spike in app downloads during FY 2016-2017.

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Program Template

Program/Title	Purpose	FY 2016-17 Expenditures (Actual)				FY 2017-18 Expenditures (Projected)				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
I. Internal Administration	Provides agency administrative functions.		\$ 1,991,597		\$ 1,991,597		\$ 2,149,928		\$ 2,149,928	1.3.1,1.3.2
II.A.I. Engineering Administration	Provides engineering administrative functions		\$ 215,944		\$ 215,944		\$ 686,356		\$ 686,356	1.3.1,1.3.2
II.A. 2. Transmissions & Reception	Distributes educational, transparency, and broadcast content. Provides support to agency.	\$ 171,932	\$ 2,518,686		\$ 2,690,618	\$ 140,989	\$ 2,523,397	\$ 200,000	\$ 2,864,386	1.2.2,1.2.3,3.3.2
II.A.3. Communications	Public Affairs functions		\$ 133,654		\$ 133,654		\$ 183,263		\$ 183,263	3.1.14.2.3,4.6.1,
II.B.1. Pre-K Education	Produces and distributes educational programming for Pre-K.		\$ 41,676		\$ 41,676		\$ 153,800		\$ 153,800	2.1.1,2.2.1,2.2.2,2.3.1
II.B.2. K-12 Education	Produces and distributes educational programming for K-12 schools.		\$ 2,201,708		\$ 2,201,708		\$ 1,610,990		\$ 1,610,990	2.1.1,2.2.1,2.2.2,2.3.1,2.4.1,2.4.2
II.B.3. Higher Education	Produces and distributes educational programming for colleges and universities.		\$ 263,849		\$ 263,849		\$ 447,197		\$ 447,197	1.2.1,1.2.2
II.B.4. Agency, Local, and other Educational Services	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$ 671,695		\$ 671,695		\$ 959,634		\$ 959,634	1.2.1,1.2.2,1.2.3
II.B.5. Training and Assessment	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$ 149,620		\$ 149,620		\$ 200,088		\$ 200,088	1.2.1,1.2.2,1.2.3,2.1.1,2.2.1,2.2.2,2.3.1,2.4.1,2.4.2
II.C. Radio Content	Continue to provide radio programming, the State House Report, and news coverage.		\$ 1,110,460		\$ 1,110,460		\$ 1,604,000		\$ 1,604,000	4.2.2,4.5.1
II.D.1. Television Content	Continue to provide television programming		\$ 1,779,367		\$ 1,779,367		\$ 1,806,780		\$ 1,806,780	4.1.1,4.2.1,4.4.1
II.D.2. Local & Transparency	Continue to produce Palmetto Scene, This Week in South Carolina, news, and educational coverage.	\$ 40,041	\$ 1,463,964		\$ 1,504,005	\$ 100,000	\$ 1,945,596		\$ 2,045,596	1.2.2,3.1.1,3.2.1
II.D.3. Regional Operations	Support for regional stations		\$ 165,185		\$ 165,185		\$ 173,646		\$ 173,646	4.4.1,4.5.1
II.E. Enterprise	Continue Endowment/ETV fundraising initiatives. Reinvigorate planned giving. Restructure underwriting.		\$ 476,955		\$ 476,955		\$ 524,915		\$ 524,915	1.1.1,1.1.2,1.1.3,1.4.1,1.5.1,1.5.2,3.3.2
III. Employee Benefits	Provides for employee benefits to include employer contributions.	\$ 43,808	\$ 2,258,934		\$ 2,302,742	\$ 41,813	\$ 2,005,187		\$ 2,047,000	1.3.1,1.3.2
TOTALS		\$ 255,781	\$ 15,443,294		\$ 15,699,075	\$ 282,802	\$ 16,974,777	\$ 200,000	\$ 17,457,579	

Divisions or Major Programs	Description	Service/Product Provided to Customers	Customer Segments	<i>Specify only for the following Segments: (1) Industry: Name; (2) Professional Organization: Name; (3) Public: Demographics.</i>
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Emergency preparedness alerts and infrastructure to deliver messages	Executive Branch/State Agencies	
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Content for Television and Web	Legislative Branch	
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Streaming web coverage of the S.C. Supreme Court hearings; http://www.judicial.state.sc.us/SCvideo/	Judicial Branch	
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Pre-K 12 Content and teacher professional development	School Districts	
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Statewide awareness of industry initiatives	Industry	Examples include S.C. Chamber of Commerce, community development organizations, new and expanded services (including the S.C. Ports Authority and S.C. Telehealth Alliance)
Internal Administration	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Awareness and outreach	Professional Organization	Examples include S.C. Association of School Administrators, TransformSC, and S.C. Afterschool Alliance
Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Web, television, and radio features on initiatives impacting local governments and public education	Local Govts.	
Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Statewide infrastructure to support the Governor's Office and agencies that provide emergency preparedness	Executive Branch/State Agencies	
Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Television and radio broadcast and web support for emergency preparedness and transparency	Industry	Examples include tourism, transportation, and small businesses

Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Television and radio broadcast and web support for emergency preparedness and transparency	Professional Organization	Examples include SC HEART, S.C. Broadcasters Association, and S.C. Law Enforcement Officers Association
Communications	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Public Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Pre-K 12 Content (including K-12 educational modules that meet S.C. curriculum standards) and teacher professional development	School Districts	
Public Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Web, television, and radio features on initiatives	Local Govts.	
Public Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Web, television, and radio features on initiatives	Professional Organization	Examples include SCASA, SC Palmetto Teachers Association, and SC Home-School Association
Higher Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Web, television, and radio features on initiatives	Professional Organization	Examples include SC Association of Independent Colleges, SC Technical Education System, and 4-year public colleges and universities throughout the state
Higher Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Web, television, and radio features on initiatives	Executive Branch/State Agencies	
Radio Content	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	TV and Radio Content	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Radio Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	S.C. Business Review	Industry	Small and large businesses that impact economic development including but not limited to education, economic development, and arts/cultural
Television Content	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	Content for Television and Web	General Public	Age: All ; Gender: All; Economic Requirements: All Incomes; Required Conditions: Access
Television Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Streaming and television broadcast and web coverage	Executive Branch/State Agencies	

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Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Objective(s)
ETV Endowment of SC	Non-Governmental Organization	Conducts meetings with ETV to assess progress in meeting goals.	1.1.1,1.1.2,1.1.3
SC Department of Education	State Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program concepts, produces video features and markets programs to users statewide.	1.2.1,2.1.1
Corporation for Public Broadcasting (CPB)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.1.1,4.2.1,4.2.3,4.4.1
Public Broadcasting Service (PBS)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.1.1,4.2.1,4.2.3,4.4.1
National Public Radio (NPR)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.1.1,4.2.2,4.5.1
Viewers/Listeners/Donors/Members	Individual	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	1.4.1,4.4.1,4.5.1
School Districts	Local Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program concepts, produces video features and markets programs to users statewide.	1.2.1,2.2.1,2.2.2
Educational Organizations/Associations	Non-Governmental Organization	Meets regularly with and works collaboratively to identify training needs. Also, develops program concepts, produces video features, and markets programs to users statewide.	1.2.1,2.1.1
SC Legislature and Legislative Services	State Government	Provides streaming annually during general session.	3.1.1
SC Supreme Court	State Government	Provides streaming annually during general session.	3.1.1
SC Emergency Management Division (EMD)	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	1.2.3
SC Department of Transportation	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.	1.2.3
SC Governor's Office	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	1.2.3
SC Department of Administration	State Government	Provides the infrastructure for agencies and others to share information.	1.2.3,3.3.2
Federal Emergency Management Agency	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.	1.2.3
National Oceanic and Atmospheric	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	1.2.3
SC Healthcare Emergency Amateur Radio	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	1.2.3
SC Civil Air Patrol	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	1.2.3
SC State Human Resources	State Government	Maintains performance records to meet state HRD standards.	1.3.1,1.3.2
SC Commission on Higher Education	State Government	Promotes resources, identifies customer needs and creates packages to meet their needs.	2.1.1
Colleges/Universities	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.	2.1.1,4.2.2
Humanities Council of SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	4.2.1
SC Research Authority	Private Business Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	1.1.3,4.2.1
Users/Participants	Individual	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals.	1.4.1,2.1.1,2.2.1,2.2.2,2.3.1,2.4.1,
SC Criminal Justice Academy	State Government	Meets regularly to market programs and issue certifications.	3.2.1
SC State Law Enforcement Division (SLED)	State Government	Meets regularly to market programs and issue certifications. Also, provides the infrastructure for agencies and others to share information.	3.2.1
Telecommunication Carriers	Private Business Organization	Provides the infrastructure for agencies and others to share information.	3.3.2
The Riley Institute	Higher Education Institute	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.2.1
Spoletto Festival	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.2.2
SC Arts Commission	State Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.2.1,4.2.2
Columbia Museum of Art	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.2.1
Community Councils/Foundation	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.2.1, 4.2.2
National Park Service	Federal Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	4.1.1
SC Telehealth Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	3.3.1,4.2.1,4.2.2
Google Analytics	Private Business Organization	Incorporated data for monthly updates for management and ETV Commission presentations.	4.4.1,4.5.1
SC Education Oversight Committee	State Government	Promotes resources, identifies customer needs creates packages to meet their needs, develops program concepts, produces video features, and markets programs to users statewide.	2.1.1
SC Farm Bureau	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.	4.2.1
SC Department of Natural Resources	State Government	Provides the infrastructure for agencies and others to share information.	4.2.1
Medical University of South Carolina - PICO	State Government	Works with federal agencies (including Energy and the Department of Defense to develop outreach and communication initiatives to address health care disparities, environmental justice issues, energy security, access to sustainable health care for the military and resiliency	4.1.1, 4.2.1

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Report Template

Item	Report Name	Name of Entity Requesting the Report	Type of Entity	Reporting Frequency	Submission Date (MM/DD/YYYY)	Summary of Information Requested in the Report	Method to Access the Report
1	Accountability Report	Executive Budget Office/House Legislative Oversight Committee	State	Annually	September 15, 2016	Provide priorities and data for agencies, policymakers, and citizens	www.admin.sc.gov/budget
2	EEOC Annual Report/Mid-Term	Federal Communications Commission	Federal	Annually	August 1, 2016	Information regarding hiring practices and opportunities, as well as demographics related to station employment	www.fcc.gov
3	SAS	Corporation of Public Broadcasting	Outside Organization	Annually	February 1, 2017	Agency information related to human resources, content, and education	www.cpb.org
4	SABs	Corporation of Public Broadcasting	Outside Organization	Annually	February 16, 2017	Financial information	www.cpb.org
5	K-12 School Technology Initiative Progress Report	K-12 Technology Initiative	State	Annually	October 31, 2016	Provide SCETV Programming services funded by K-12 Technology Initiative budget	https://sck12technit.sc.gov/
6	EOC-EIA Program Report	Education Oversight Committee	State	Annually	October 1, 2016	Program and budget information for EIA funds to SCETV	www.eoc.sc.gov/reportsandpublications/Pages/default.aspx
7	EEO Report	S.C. Human Affairs Commission	State	Annually	October 1, 2016	Information regarding hiring practices and opportunities, as well as demographics	www.scstatehouse.gov/reports/HumanAffairsComm/2016AnnualReport.pdf
8	CPB Local Impact Report	Corporation of Public Broadcasting	Outside Organization	Annually	September 1, 2016	Network report on local impact services to the state	http://www.scetv.org/about/annual-reports
9	Annual Financial Statements	South Carolina Auditor's Office	State	Annually	January 31, 2018	All financial information	https://scetv.org/about/annual-reports
10	Wireless Communications Tower Revenue	Senate Finance and House Ways and Means Committees	State	Annually	October 1, 2017	Revenue collected and disbursed	http://www.scstatehouse.gov/

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External Review Template

Item	Name of Entity Conducted External Review	Type of Entity	External Review Timeline (MM/DD/YYYY to MM/DD/YYYY)	Method to Access the External Review Report
1	HRD Delegation Audit	State	06/30/2016 to 06/30/2017	www.admin.sc.gov/humanresources
2	S.C. Human Affairs Commission	State	10/01/2015 to 9/30/2016	www.schac.sc.gov
3	ETV Commission	State	06/30/2016 to 06/30/2017	www.scetv.org/about/etv-management-and-commission/etv-
4	Corporation of Public Broadcasting	Outside Organization	06/30/2016 to 06/30/2017	www.cpb.org
5	Federal Communications Commission	Federal	08/1/2016 to 07/31/2017	www.fcc.gov