

Public Education and Special Schools Hearing
South Carolina Educational Television
January 16, 2019

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Key Officials

Anthony Padgett, President

Dr. Stephanie Frazier, Vice President of Education

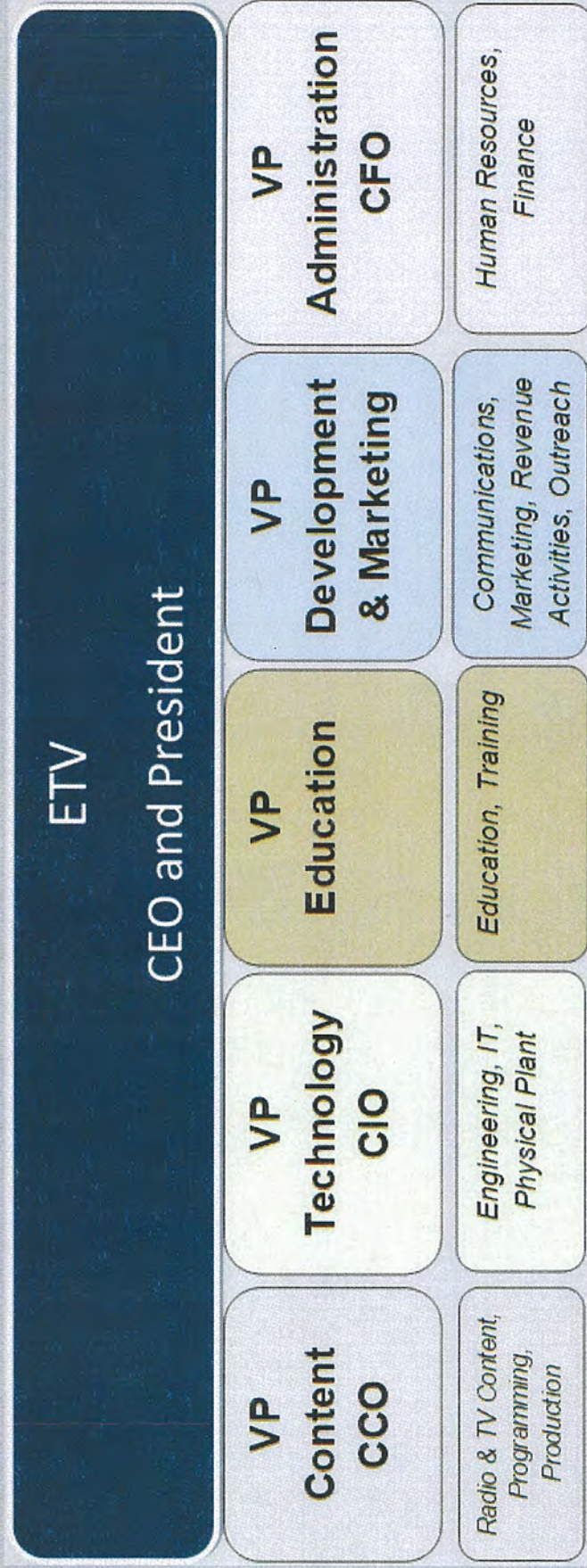
Tracey Hunt, Vice President of Administration

Mark Jahnke, Vice President of Engineering and Technology

Bobbi Kennedy, Special Projects Director, Office of the President

TAB 2

SCETV Organizational Chart



TAB 3

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

Fiscal Year 2017-2018 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:	Anthony Padgett	803-737-3240	apadgett@scetv.org
SECONDARY CONTACT:	Tracey Hunt	803-737-3379	thunt@scetv.org

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):	Anthony Padgett, ETV CEO and President

BOARD/CMSN. CHAIR (SIGN AND DATE):	
(TYPE OR PRINT NAME):	Dr. Brent Nelsen, ETV Board Chair

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A Minute with Miles informs and entertains providing illuminating flights through the world of classical music. *Carolina Live* is a weekly program of the Carolinas' best live classical concert recordings, a co-production with WDAV-FM, Davidson, N.C. *Chamber Music from Spoleto Festival USA*, a national production presented by SC Public Radio, features concerts recorded live at the Dock Street Theatre in Charleston, SC. *Sonatas and Soundscapes* explores the diverse and colorful range of classical (and not-so-classical) music. *On the Keys* features classical music that highlights the piano.

Marian McPartland's Piano Jazz, a national production presented by SC Public Radio, showcases the world's top musicians of all time. *Roots Musik Karamu* centers on reggae music, but, also brings you the sounds of calypso, soca, blues, jazz, gospel, Juju, and other Afro-centered musical genres. *Spoleto Backstage* is a limited series podcast which takes you behind the curtain to meet the artists and people who make Spoleto Festival USA happen in Charleston.

Arts Daily, which lists arts related events in the state, is presented by SC Public Radio in partnership with the South Carolina Arts Commission and the College of Charleston. Health Focus features interviews with doctors, medical professionals and researchers. *Making It Grow* offers gardening tips and techniques. *NatureNotes* offers a chance to find out about diverse topics having to do with the natural world. News and weathercasts produced by SC Public Radio air weekdays during *Morning Edition* and *All Things Considered*. *South Carolina Business Review*, focuses on news from South Carolina's business community with interviews of many small business owners and business leaders from around the state.

South Carolina Lede is a podcast about the people and issues shaping South Carolina state politics. *State House Week* focuses on the House of Representatives and Senate sessions, House and Senate committee meetings, public hearings and other South Carolina government events. *Walter Edgar's Journal* delves into the arts, culture, history of South Carolina, and the American South.

SCETV produces content about education in South Carolina. *Carolina Classrooms* is our educational series for teachers, parents and all citizens invested in the education of our children. Each program focuses on key educational topics and initiatives in our state. It also has additional content available on its web site, CarolinaClassrooms.org.

SCETV partners with several organizations throughout the state to provide technical services to advance the cause of education. Each fall, SCETV produces, streams live to schools, and records for future broadcast the James Otis Lecture Series. Now in its tenth year, The James Otis Lecture is the South Carolina Chapter of the American Board of Trial Advocates' contribution to our state's education system by presenting a program every year around Constitution Day. For federally funded schools, it is a federal mandate to have a program every year on or around Constitution Day, which is officially September 17th. Past lectures can be seen at www.scetv.org/otislecture.

Several times each year, SCETV partners with the South Carolina Association of School Administrators (SCASA) and the South Carolina Foundation for Educational Leadership (SCFEL) to help bring several events to schools and school leaders throughout the state. SCASA announces each spring its Palmetto's Finest award winning schools from the studios at SCETV. Education personnel support the production

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of SCASA’s annual Innovative Ideas Institute, a conference held each summer to offer professional development opportunities to school administrators. And for the past two years, SCETV has done the same for SCFEL’s Circle of Life Gala, which celebrates distinguished SC public school graduates and Educator Hall of Fame inductees.

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 new innovative LearningWhy website provides standard-based lesson plans to South Carolina teachers. Over 2,500 South Carolina educators are using the service, including 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 10,149 teachers, administrators and staff.

In addition to face-to-face training, ETV offers online courses for teacher recertification and professional development. This year, 88,742 instructional hours of Pre K-12 educator recertification course credit were provided. These include PBS TeacherLine Southeast (SC, NC, and Georgia), the ETV Endowment’s TeacherStep courses, ETV’s Teacher Recertification, and face-to-face trainings. All courses are approved by the SC Department of Education or the appropriate learning institution.

ETV provides an annual teacher survey that shows the use and effectiveness of ETV resources in the classroom. Of the applicable survey respondents, 93.12% 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 hosts CJA’s self-paced content and training for retired SLED agents and state constables that do not have access to CJA’s training system. ETV’s online course systems enable these groups to access CJA’s recertification training and allow them to maintain their required certifications. Utilization of SCETV’s SLED Constable online training site is up 22% over last year with 937 current user accounts. Total certificates issued for FY17-18 numbered 1,770 – a 33% increase over last year. SCETV also partners with the SC Department of Administration’s Division of Technology Operations to create and deliver free online interoperable communications courses to all public safety personnel in the state. The purpose of these courses is to increase the effectiveness of first responder communications within and across multiple public safety agencies and jurisdictions during an emergency response.

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

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Governor’s communications and SCEMD in broadcasting and carrying online information. ETV and SC 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 2017-18, 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.

Over the past year SCETV received numerous awards for excellence and innovation. SCETV is known for being a leader throughout the country in creativity and production. A few of the awards and accolades are below:

A Chef’s Life won the Daytime Emmy® for Outstanding Culinary Program. Hosted by Emmy nominee Vivian Howard, the series is in its fifth year on PBS and is presented nationally by SCETV. Director Cynthia Hill has previously won for her work on the series.

South Carolina Public Radio won First Place for its story on “Michael Slager’s Sentencing” in the Nationally Edited Breaking News Division at the PRNDI (Public Radio News Directors Incorporated) Awards. Reporter Victoria Hansen reported on the results of a racially-charged police shooting in Charleston that made national headlines and sparked calls for reform.

SCETV received the 2017 AVA Digital Award for web-based production and interactive communication.

SCETV received the 2018 DotComm Gold Award in the category for "video for web-documentary" and was awarded a Platinum Award in the category for "website- educational institution."

Making It Grow, Clemson University’s and SCETV’s weekly live TV call-in horticulture program, received four Telly Awards in four different categories.

Back Country Battles (Southern Campaign Modules edited into single movie) was a co-winner of the Heritage Award in October, 2017. The Arkhaios Cultural Heritage and Archaeology Film Festival

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showcase the discovery of past cultures gained from archaeological research, and illustrated by documentary films.

In September 2017 Betsy Newman received an Award of Merit from the American Association for State and Local History for the interactive series, *Between the Waters*. The American Association for State and Local History was founded in 1940. It provides services and assistance to over 5,500 institutional and individual members, as well as leadership for history and history organizations nationally. It is the only comprehensive national organization dedicated to state and local history.

Beryl Dakers received an Annual MLK DAY Celebration Award in Broadcasting and Communications, January 15, 2018, presented at Chappelle Memorial AME Church.

South Carolina Public Radio received several awards during the past year. Tut Underwood, a producer with ETV, received the South Carolina Broadcaster’s Association Radio Reporter of the Year Award of Merit and Victoria Hansen, also a producer, received an award for the Public Radio News Director’s Incorporated First Place Award for Nationally Edited Breaking News-Michael Slager Federal Sentencing.

In accordance with 2016 State Law Proviso 8.4, directing ETV to manage tower and antenna operations within state government, ETV has been collecting the detailed information necessary to expand the use of over 600 ETV towers throughout the state, all of the 100+ towers of other state agencies, and all other state-owned assets determined to be eligible for antenna placement. Collection of this information involves site visits, legal research, contract negotiation, and execution of land use agreements. The process can take months for a single tower. However, all of this is necessary in order to position the agency to promote and market the excess capacity on the State’s wireless communications infrastructure. Concurrently with the information collection process, ETV is managing existing communications site tower licenses and negotiating new licenses. Each license usually takes several months from start to execution, and ETV currently is working on approximately 25 new licenses and amendments to existing licenses. ETV has also been collaborating with ConnectSC and USC to promote tower-related initiatives of direct benefit to the citizens of South Carolina, including Telehealth and education services to underserved communities. ETV has spent the past year developing a comprehensive database system to manage the large amount of information collected, ensuring timely handling of required actions, current and accurate records of inventory, revenue, land permits, licenses, and other pertinent information. Existing ETV Engineering, Finance, and Education personnel and resources contribute significantly to tower management.

In July 2018, 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 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

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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.

SCETV has worked to provide the people of SC weather information in the time of emergency (DOT, EMD, etc.). We are now going to take that commitment one step further and have partnered with WUFT, Gainesville-Ocala, Florida, to provide heightened hurricane, tropical storm and other weather emergency content to South Carolina residents and visitors across the state. This partnership went into effect on September 1, 2018. The focus of this advanced initiative is to provide the state of South Carolina with live and breaking information related to natural disasters and other types of significant weather events through SC Public Radio stations, the SCETV.org website and social media channels, and eventually the SCETV television stations.

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).

The ETV Endowment of South Carolina is the liaison between ETV and SC Public Radio and the donors who financially support the television and radio programming schedules. The Endowment raised

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\$5,476,288 in membership revenues in FY 2017-18. Annual planned giving, major gifts, and 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 2017-18, up from 20.4% in FY 2015-16. During FY2017 ETV and the ETV Endowment offered community screenings and other outreach events throughout the state. Programs featured an Eclipse Watch Party, family activities at a Daniel Tiger’s Neighborhood performance, a chamber music discussion and reception, demonstration events with *America’s Test Kitchen*, and screening events for *A Chef’s Life*, *The Vietnam War*, *Man and Moment: Steve Flaherty*, *Edgar Allan Poe*, *Yoga in Practice*, *Victoria*, *Tell Them We Are Rising*, *Pinkalicious*, *This Old House*, *Charlie’s Place*, and *The Great American Read*. During the year more than 1900 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 \$384,706.13 in production billings in FY 2017-18. 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 2017-18, live shots were produced from the Rapid Response Studio in Columbia and the regional studios in Spartanburg and Rock Hill.

SCETV is a valued and trusted resource within the state of South Carolina. We look forward to continued service to South Carolina to support the state in education, emergency communications, public safety and civic leadership. SCETV is recognized as a center of distinction for our region and the nation, providing crucial information and education to the communities we serve.

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AGENCY’S DISCUSSION AND ANALYSIS

SCETV is a valued asset to the citizens of South Carolina and strives to provide educational resources for children, educators, and caregivers. We support emergency preparedness throughout the state and provide government transparency through coverage of news and public affairs. SCETV reaches out to all members of our audience regardless of age, economy, race, or political beliefs. As a trusted steward and valued partner in South Carolina, we take pride in our partnerships and projects that aim to improve the quality of life in our state.

ETV celebrates 60 years of service to South Carolina in September 2018. 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 October 2017, ETV named Anthony Padgett as its President and CEO. Previously Padgett served as Georgia Public Broadcasting’s Chief Operating Officer since 2014 and prior to that as the Senior Vice President of Content and Operations at WJCT in Jacksonville, Florida.

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 repurposes 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.

SCETV provided vital local services which included: educational content and training to schools and agencies, support of the state’s emergency communications system, legislative coverage of House and Senate sessions, broadcast of the State of the State Address, and additional meetings on-air and online; outreach with “Smart Cat,” our kids' mascot, whose mission is to keep children healthy, smart, and safe; and public safety training for law enforcement and first responders, including online courses on interoperable communications.

SCETV’s local services had a deep impact in South Carolina and provided online educational content to our state, including online teacher training and recertification courses and face-to-face workshops to over 7,074 teachers, staff, and administrators. Courtesy of Sprint and SCETV, 257 Pre-K and after-school providers received free mobile broadband routers and 30GB of free cellular data per month. Also SCETV and SC Public Radio continued to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.

South Carolina ETV broadcasts live coverage of the S.C. legislature each day of the session on the ETV World channel. Committee meetings and select Supreme Court hearings are streamed live on the station’s website. In addition, a Facebook video recaps each day’s events; a weekly podcast, SC LEDE,

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features reporters discussing the legislature; and S.C. Public Radio broadcasts a five-minute wrap-up of the week’s deliberations each Friday.

South Carolina Public Radio has added an HD Radio broadcast signal in the Charleston area. The HD radio service transmits a digital signal with CD quality sound, free of hiss or static. It also displays information, such as the name of the program. It allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).

Through the human stories of patients, families, clinicians and others, SCETV, in collaboration with the South Carolina Telehealth Alliance, explores the complexities of telehealth, which uses technology to bridge the physical gaps between caregivers and patients. The goal of each story is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina. The stories are presented as blogs and video features.

South Carolina ETV’s coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television’s World channels carried the one-hour telecast live August 21st as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide. Astronaut and SC native Charles Duke also appeared on the program. Locally, SC Public Radio’s “narration” from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The program was nominated for a Southeast Regional Emmy.

SCETV and SC Public Radio fans got a chance for travel that tied in with their favorite programs. In this past year, fans of *A Chef’s Life* have had the chance to visit Chef Vivian Howard and her husband Ben Knight in Kinston, NC, to explore the world of *A Chef’s Life*. Listeners to *Walter Edgar’s Journal* traveled S.C. Revolutionary War roads with the SC Public Radio historian exploring battle sites. Naturalist and Expeditions host Patrick McMillan, Ph.D., guided members on an unforgettable tour of Maine, discovering all of its natural wonders.

This Old House®, the 18-time Emmy® Award-winning home improvement series, came to Charleston for the second half of its 39th season with two different projects. The first Charleston project was a brick 1840s “single house” with a separate kitchen building. The second project followed the transformation of a neglected vacation home into a full-time residence.

Bridget Lancaster and Julia Collin Davison from *America’s Test Kitchen* recorded spots in the SCETV studio before a sold-out member event in Columbia in June of 2018. The popular co-hosts also appeared at a member luncheon event at the Le Creuset demonstration kitchen in Charleston.

Reel South, the southeast documentary series presented nationally by South Carolina ETV and UNC-TV, premiered its third season. The 10-episode season featured independent documentary films about the American South to focus on its history, people, culture and landscape. Highlighting the Southern tradition of storytelling, the series emphasized the region's diverse voices and points of view.

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Beyond the Fields: Slavery at Middleton Place documents the lives of slaves who were left out of historical records. Middleton Place, a National Historic Landmark, located on the Ashley River outside of Charleston, South Carolina, has been engaged for decades in telling the story not just of its white owners, but also of its African-American population. This American story is told through discussions with historians, authors, researchers, preservationists, historic site interpreters and descendants of the Middletons. The film is produced by Sunhead Projects and presented nationally by SCETV.

Yoga in Practice, a new SCETV national series, encourages a daily yoga practice for the at-home student. Led by master instructor Stacey Millner-Collins of Columbia, each episode also includes basic beginner techniques of meditation and breathing exercises to help reduce the stress and anxiety associated with modern life.

Sea Change a SCETV special, presents diverse perspectives on the impact of sea level rise on the Eastern Seaboard, as experienced in coastal South Carolina and Georgia. Narrator Patrick McMillan takes viewers from the sands of Hunting Island State Park to other communities along the coast, looking at immediate and long-term impacts and the efforts made to withstand nature’s onslaught.

The Orangeburg Massacre: Remembrances and Reckoning, a SCETV special, commemorated the 50th anniversary of this tragic event, when police officers opened fire on the campus of S.C. State University, leaving three African-American students dead. Survivors, participants and officials share their remembrances and struggle to provide some sense of reckoning and hopes for closure.

Between the Waters is an SCETV immersive transmedia project that highlights historic Hobcaw Barony. Located near Georgetown, the special tells the story of Hobcaw, now preserved for education and research, in the words of those who lived there. The broadcast special is complemented by the *Between the Waters* website, where visitors can take a virtual tour, moving down rice canals and listening to the stories of former residents. *Between the Waters’* content was also used to create an online teacher recertification course, making this a truly cross-platform undertaking.

Charlie’s Place with Carolina Stories was produced as a new SCETV documentary to tell the story of an African-American nightclub in Myrtle Beach, S.C., that was a significant stop on the Chitlin’ Circuit in the segregated South. From the 1930s to the 1960s, owner Charlie Fitzgerald welcomed blacks and whites to his club to hear musicians including Billie Holiday, Ray Charles, Ruth Brown, and Little Richard. In 1950, *Charlie’s Place* was attacked by the Ku Klux Klan and Charlie Fitzgerald was beaten and left for dead by the side of the road. It closed in 1965, but today efforts are being made to revitalize the neighborhood, an important example of racial diversity and black entrepreneurship.

South Carolina ETV, partnering with The Post and Courier, hosted five gubernatorial debates in May and June 2018. It was the only time all 5 candidates for the Republican race and all 3 candidates for the Democratic race appeared together on the same stage. The debates, which were both sanctioned by the SC GOP and SC Democratic Parties, were held at Clemson University, the University of South Carolina, and the Newberry Opera House. Former CNN correspondent and dean of USC Charles Bierbauer moderated.

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Throughout the year SCETV supported SCEMD in announcing state office closings during times of emergency or severe weather. ETV provides a “crawl” on the lower part of the TV screen alerting viewers of any state office closings or delays. ETV Digital also displayed the closings on www.scetv.org. South Carolina Public Radio also announced the closings for delays.

ETV launched a new app for television and radio that brings ETV and SC 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 Google analytics to determine user web interactivity. Those analytics indicate that ETV is growing in online distribution and media consumption of its content. During FY 17-18, 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* 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, SC Public Radio continues to distribute rebroadcasts of *Marian McPartland’s Piano Jazz* to more than 100 stations nationwide through NPR.

TAB 4

Fiscal Year 2019-20 Budget Request Executive Summary

Agency Code: H670
 Agency Name: Educational Television Commission
 Section: 8

Priority	Request Type	Request Title	BUDGET REQUESTS				FUNDING				FTES					
			State	Federal	Earmarked	Restricted	Total	State	Federal	Earmarked	Restricted	Total	State	Federal	Earmarked	Restricted
1	B1 - Recurring	Economic Development	215,000							215,000	1.00					1.00
2	B1 - Recurring	South Carolina Emergency Information Network (SCEIN)	205,000							205,000						0.00
3	B1 - Recurring	Fiber for Regional and Towers	594,982							594,982						0.00
4	B1 - Recurring	ETV Tower / Asset Management	574,813							574,813						0.00
5	B2 - Non-Recurring	ETV Infrastructure				10,000,000				10,000,000						0.00
6	B2 - Non-Recurring	FCC Required Channel Reassignment				7,000,000				7,000,000						0.00
7						0				0						0.00
8						0				0						0.00
9						0				0						0.00
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18						0				0						0.00
19						0				0						0.00
20						0				0						0.00
21						0				0						0.00
22						0				0						0.00
23						0				0						0.00
24						0				0						0.00
25						0				0						0.00
26						0				0						0.00
27						0				0						0.00
28						0				0						0.00
29						0				0						0.00
30						0				0						0.00
TOTAL BUDGET REQUESTS			1,589,795	0	0	17,000,000	0	0	0	18,589,795	1.00	0.00	0.00	0.00	0.00	1.00

TAB 5

AGENCY NAME:	Educational Television Commission		
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**Fiscal Year 2019-20
Agency Budget Plan**

FORM A - BUDGET PLAN SUMMARY

OPERATING REQUESTS (FORM B1)	For FY 2019-20, my agency is (mark "X"):	
	<input checked="" type="checkbox"/>	Requesting General Fund Appropriations.
	<input type="checkbox"/>	Requesting Federal/Other Authorization.
	<input type="checkbox"/>	Not requesting any changes.

NON-RECURRING REQUESTS (FORM B2)	For FY 2019-20, my agency is (mark "X"):	
	<input type="checkbox"/>	Requesting Non-Recurring Appropriations.
	<input checked="" type="checkbox"/>	Requesting Non-Recurring Federal/Other Authorization.
	<input type="checkbox"/>	Not requesting any changes.

CAPITAL REQUESTS (FORM C)	For FY 2019-20, my agency is (mark "X"):	
	<input type="checkbox"/>	Requesting funding for Capital Projects.
	<input checked="" type="checkbox"/>	Not requesting any changes.

PROVISOS (FORM D)	For FY 2019-20, my agency is (mark "X"):	
	<input checked="" type="checkbox"/>	Requesting a new proviso and/or substantive changes to existing provisos.
	<input type="checkbox"/>	Only requesting technical proviso changes (such as date references).
	<input type="checkbox"/>	Not requesting any proviso changes.

Please identify your agency's preferred contacts for this year's budget process.

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
PRIMARY CONTACT:	Tracey Hunt	803-737-3379	thunt@sctv.org
SECONDARY CONTACT:	Meg Romaniello	803-737-3253	mromaniello@sctv.org

I have reviewed and approved the enclosed FY 2019-20 Agency Budget Plan, which is complete and accurate to the extent of my knowledge.

	<u>Agency Director</u>	<u>Board or Commission Chair</u>
SIGN/DATE:		
TYPE/PRINT NAME:	Anthony Padgett	Dr. Brent Nelsen

This form must be signed by the agency head – not a delegate.

AGENCY NAME:	Educational Television Commission		
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FORM B1 – RECURRING OPERATING REQUEST

AGENCY PRIORITY	1
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Provide the Agency Priority Ranking from the Executive Summary.

TITLE	Economic Development
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Provide a brief, descriptive title for this request.

AMOUNT	General: \$215,000 Federal: Other: Total: \$215,000
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What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.

NEW POSITIONS	1
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Please provide the total number of new positions needed for this request.

FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:	
	<input type="checkbox"/>	Change in cost of providing current services to existing program audience
	<input type="checkbox"/>	Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/>	Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/>	Non-mandated program changes in service levels or areas
	<input checked="" type="checkbox"/>	Proposed establishment of a new program or initiative
	<input type="checkbox"/>	Loss of federal or other external financial support for existing program
	<input type="checkbox"/>	Exhaustion of fund balances previously used to support program
	<input type="checkbox"/>	IT Technology/Security related
	<input type="checkbox"/>	Consulted DTO during development
	Related to a Non-Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:	
	<input type="checkbox"/>	Education, Training, and Human Development
	<input type="checkbox"/>	Healthy and Safe Families
	<input type="checkbox"/>	Maintaining Safety, Integrity, and Security
	<input checked="" type="checkbox"/>	Public Infrastructure and Economic Development
	<input type="checkbox"/>	Government and Citizens

AGENCY NAME:	Educational Television Commission		
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ACCOUNTABILITY OF FUNDS	<p>This funding supports strategy 3.4 of ETV’s Accountability Report. The initiative creates targeted content a broad distribution platform to reach families and communities and market educational components to support South Carolina's Profile of the South Carolina graduate to advance workplace readiness and college and career choices. The use of the funds will be evaluated by survey feedback from the user groups who will be targeted in the campaign, website and social media utilization, press coverage and presentations at conferences.</p>
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What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency's accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS	<p>SCETV will receive these funds. The funds will be utilized to provide resources that allow the agency to conduct activities to create, design, produce, and distribute content to support the initiative.</p>
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What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

JUSTIFICATION OF REQUEST	<p>Justification: When the Profile of The South Carolina Graduate was adopted and approved by the South Carolina Association of School Administrators, The South Carolina Chamber of Commerce, The South Carolina Council on Competitiveness, (Transform SC), The South Carolina Education Oversight Committee, The State Board of Education and the South Carolina Department of Education, the SCETV Commission passed a resolution endorsing the adoption of this initiative. The ETV Commission recognized the role of the network to partner with education and business groups to support the intent of the Profile of the South Carolina Graduate to identify the knowledge, skills and characteristics the high school graduate should possess in order to be prepared for success as they enter college or pursue a career. The Profile is intended to guide all that is done in support of college and career-readiness.</p> <p>ETV has a significant role to play in providing information for students, families, the education and business community about the wide range of choices available to support students and their families as they make informed college and career readiness decisions. ETV and South Carolina Public Radio, along with ETV's Education Division, currently reach those audiences via video, audio, online, and social media. Eight radio stations, ten television stations, and numerous social media and websites reach the entire state.</p> <p>For the FY 19-20 budget ETV is requesting recurring funding for \$215,00 to support a comprehensive statewide awareness/education campaign about education and career readiness choices. The campaign will also highlight the wide range of skills/opportunities available in business and industries throughout the state. The campaign will include radio and television broadcasts, social media, apps, and presentation materials. The planning team will be involved in the development of the campaign. Partners will include those who adopted the Profile of the South Carolina Graduate along with business leaders, the Governor's Office, state agencies involved in education and economic development, the Legislature and community organizations.</p>
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AGENCY NAME:	Educational Television Commission		
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	<p>During 2019-20 resources will be developed, distributed, and analyzed to determine the effectiveness of the campaign.</p> <p>Potential Offsets: N/A</p> <p>Matching Funds: N/A</p> <p>Method of Calculation: Due to the multiple platforms that will be involved in this initiative the method of calculation occurred through a review of historic costs used for the Telehealth program.</p> <p>Impact of Funds Not Received: If the funds are not received, the comprehensive statewide awareness/education campaign would not occur. This would eliminate the college and career readiness information that ETV would be able to provide to the students, families, the education and business community as the students and their families as they make college and career readiness decisions.</p>
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Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. If new positions have been requested, explain why existing vacancies are not sufficient.

AGENCY NAME:	Educational Television Commission		
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FORM B1 – RECURRING OPERATING REQUEST

AGENCY PRIORITY	2
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Provide the Agency Priority Ranking from the Executive Summary.

TITLE	South Carolina Emergency Information Network (SCEIN)
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Provide a brief, descriptive title for this request.

AMOUNT	General: \$205,000 Federal: Other: Total: \$205,000
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What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.

NEW POSITIONS	N/A
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Please provide the total number of new positions needed for this request.

FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:	
	<input type="checkbox"/>	Change in cost of providing current services to existing program audience
	<input type="checkbox"/>	Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/>	Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/>	Non-mandated program change in service levels or areas
	<input checked="" type="checkbox"/>	Proposed establishment of a new program or initiative
	<input type="checkbox"/>	Loss of federal or other external financial support for existing program
	<input type="checkbox"/>	Exhaustion of fund balances previously used to support program
	<input type="checkbox"/>	IT Technology/Security related
	<input type="checkbox"/>	Consulted DTO during development
	Related to a Non-Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:	
	<input type="checkbox"/>	Education, Training, and Human Development
	<input type="checkbox"/>	Healthy and Safe Families
	<input checked="" type="checkbox"/>	Maintaining Safety, Integrity, and Security
	<input type="checkbox"/>	Public Infrastructure and Economic Development
	<input type="checkbox"/>	Government and Citizens

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ACCOUNTABILITY OF FUNDS	<p>In the FY 2018-19 SCETV’s Strategic Planning and Performance Accountability Report, this funding request is supported under Goal 3, “Provide value services to the state and citizens’, Strategy 3.2 “Provide support to emergency preparedness and law enforcement”. This request would enable citizens to have access, regardless of where they're located, to the latest, most accurate hazardous weather information and official emergency messaging from government sources. Analytics would be performed to measure the usage and feedback would be received in real time from social media.</p>
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What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency’s accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS	<p>The University of Florida College of Journalism and Communications is contracted with SCETV for providing this platform and they provide a skilled team of meteorologists and reporters through this agreement.</p>
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What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

JUSTIFICATION OF REQUEST	<p>The partnership between SCETV & WUFT focuses on radio, digital and social platforms expanding into television as we would work together to identify "best practices" for public television related to this type of unique emergency messaging content. The foundational mission of the partnership is centered on "Every South Carolinian having access, regardless of where they're located, to the latest, most accurate hazardous weather information and official emergency messaging from government sources, free from commercialism and hype." To provide content consistent with hazardous weather information and alerting. Weather sections exclusive to each market area of the state that include current weather maps, interactive radar, 6-day forecasts, and featured stories. Text Descriptions of Severe Weather Watches/Warnings/Advisories. Real-time weather data on your site, including high definition photos and time lapse gifs from eight locations strategically placed in population centers around South Carolina. Meteorologists can also be available 24/7/365 during any significant weather event to provide additional digital content. Intersection with SCETV/SCPR digital and web development teams for the initial setup, then with little or no additional contribution necessary from SCETV. Development of a severe weather/emergency digital messaging strategy in support of SCETV and South Carolina Public Radio's Facebook, Twitter and Instagram accounts.</p>
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Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. If new positions have been requested, explain why existing vacancies are not sufficient.

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FORM B1 – RECURRING OPERATING REQUEST

AGENCY PRIORITY	3
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Provide the Agency Priority Ranking from the Executive Summary.

TITLE	SCETV Interconnection and Redundancy Circuits
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Provide a brief, descriptive title for this request.

AMOUNT	General: \$594,982 Federal: Other: Total:
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What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.

NEW POSITIONS	N/A
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Please provide the total number of new positions needed for this request.

FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:
	<input type="checkbox"/> Change in cost of providing current services to existing program audience
	<input type="checkbox"/> Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/> Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/> Non-mandated program change in service levels or areas
	<input type="checkbox"/> Proposed establishment of a new program or initiative
	<input type="checkbox"/> Loss of federal or other external financial support for existing program
	<input type="checkbox"/> Exhaustion of fund balances previously used to support program
	<input checked="" type="checkbox"/> IT Technology/Security related
<input type="checkbox"/> Consulted DTO during development	
<input type="checkbox"/> Related to a Non-Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:
	<input type="checkbox"/> Education, Training, and Human Development
	<input type="checkbox"/> Healthy and Safe Families
	<input checked="" type="checkbox"/> Maintaining Safety, Integrity, and Security
	<input type="checkbox"/> Public Infrastructure and Economic Development
<input type="checkbox"/> Government and Citizens	

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ACCOUNTABILITY OF FUNDS	<p>In the FY 2018-19 SCETV’s Strategic Planning and Performance accountability report, this funding request is supported under Goal 1, “Ensure and expand operational readiness” and Goal 3, “Provide value services to the state and citizens’, Strategy 1.5 “Enhance the agency’s technology and infrastructure systems” and 3.2 “Provide support to emergency preparedness and law enforcement”. This would increase the reliability and redundancy for ETV’s necessary broadcast infrastructure and increase the reliability of infrastructure that supports emergency communication within the state. Analytics would be performed to monitor the operability.</p>
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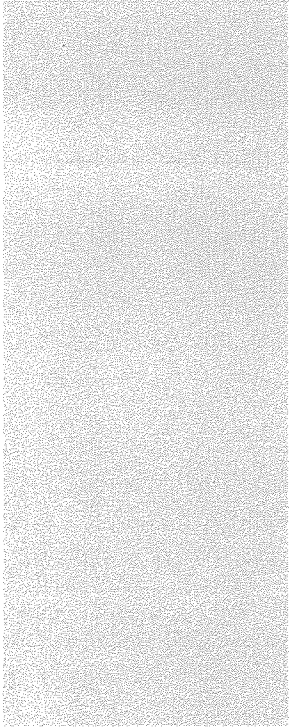
What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency’s accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS	<p>ETV would utilize these funds to acquire services from fiber providers and other vendors to ensure reliable connectivity to support critical needs.</p>
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What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

JUSTIFICATION OF REQUEST	<p>TRANSMITTERS Aiken FM - \$2,806.92 Barnwell TV - \$2,806.92 Beaufort TV & FM - \$2,806.92 Charleston TV & FM - \$2,806.92 Columbia TV & FM - \$2,806.92 Conway TV & FM - \$2,806.92 Florence TV - \$2,806.92 Greenville TV & FM - \$2,806.92 Greenwood TV - \$2,806.92 Rock Hill TV & FM - \$2,806.92 Sumter TV & FM - \$2,806.92</p> <p>REGIONAL STATIONS ETV Lowcountry - \$1,263.60 ETV Carolinas - \$1,262.20 ETV Upstate - \$927.18 ETV Sumter - \$1,333.80</p> <p>SCETV MAIN HUB Columbia - \$13,918.88</p> <p>Fiber is needed to further secure and strengthen the SCETV infrastructure backbone to support broadcast activates and provide additional benefits to the emergency communications network. Currently microwave is the only source for broadcast and emergency communications transmissions. The goal is to add direct fiber connectivity to the transmitter sites and the regional offices. This will create a reliable backup to the microwave system and ensure the state agencies and its citizens are able to get critical emergency communications in times of weather disasters and emergency. The fiber to</p>
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the regional stations will provide connectivity between those sites and the SCETV main hub in Columbia. This further aids the agency in managing infrastructure for security and allows for centralized management of those facilities since those sites do not have IT or Engineering staff located at them. These sites are managed from the main hub in Columbia. This increased connectivity will allow redundant infrastructure systems add further system reliability.

Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. If new positions have been requested, explain why existing vacancies are not sufficient.

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FORM B1 – RECURRING OPERATING REQUEST

AGENCY PRIORITY	4
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Provide the Agency Priority Ranking from the Executive Summary.

TITLE	ETV Tower / Asset Management
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Provide a brief, descriptive title for this request.

AMOUNT	General: \$574,813 Federal: Other: Total: \$574,813
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What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.

NEW POSITIONS	N/A
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Please provide the total number of new positions needed for this request.

FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:	
	<input type="checkbox"/>	Change in cost of providing current services to existing program audience
	<input type="checkbox"/>	Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/>	Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/>	Non-mandated program change in service levels or areas
	<input checked="" type="checkbox"/>	Proposed establishment of a new program or initiative
	<input type="checkbox"/>	Loss of federal or other external financial support for existing program
	<input type="checkbox"/>	Exhaustion of fund balances previously used to support program
	<input type="checkbox"/>	IT Technology/Security related
	<input type="checkbox"/>	Consulted DTO during development
<input type="checkbox"/>	Related to a Non-Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:	
	<input checked="" type="checkbox"/>	Education, Training, and Human Development
	<input type="checkbox"/>	Healthy and Safe Families
	<input type="checkbox"/>	Maintaining Safety, Integrity, and Security
	<input type="checkbox"/>	Public Infrastructure and Economic Development
<input type="checkbox"/>	Government and Citizens	

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ACCOUNTABILITY OF FUNDS	<p>In the FY 2018-19 SCETV’s Strategic Planning and Performance accountability report, this funding request is supported under Goal 1, “Ensure and expand operational readiness” and Goal 3, “Provide value services to the state and citizens’, Strategy 1.5 “Enhance the agency’s technology and infrastructure systems” and 3.2 “Provide support to emergency preparedness and law enforcement”. This request would enable ETV to preform much needed maintenance on existing towers, support efforts related to proviso 8.4 and explore the ability to repurpose assets for the use of providing rural areas with internet services. Feedback would be obtained from citizens, local government, and school districts.</p>
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What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency’s accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS	<p>ETV would utilize these funds to preform tower maintenance activates and to acquire services from industry vendors to conduct asset assessments or engineering studies and to explore the ability to provide additional services to rural areas utilizing state owned assets. These funds will be allocated based upon a predetermined eligibility criteria.</p>
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What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

JUSTIFICATION OF REQUEST	<p>Each tower asset requires routine maintenance and occasional evaluation by certified engineering professionals. This would include tower mapping, national public notices, zoning drawings, geotechnical investigations, permitting, and inspections. Depending on the height of the tower and the extent of the services needed costs can range on average from \$10,000 to \$30,000. The cost for supplies and contracted services to relocate a tower is roughly \$50,000+. The average cost to purchase a new 300ft tower is \$135,800.</p> <p>This money is to help ensure proper maintenance of the ETV broadcast tower infrastructure, support the agencies work related to proviso 8.4 and to support efforts to utilize assets to further broadband availability in rural areas. In turn, this would help support the delivery of one to one education resources, and access to digital assets and connectivity to support proviso 1A.86 (Digital Make Up Day) to save the state money and provide resources for rural communities in South Carolina. To help further the understanding of the needs in rural areas ETV is partnering with the USC Center for Applied Innovation and Advanced Analytics to create maps of the counties of SC which will provide population density, broadband connectivity, health centers, schools, and the vertical assets of SCETV. These maps are then utilized to meet with the county officials to show them the areas of need and partner with them to help provide the services needed in that area. Once SCETV has a tower in place and a broadband provider has put services on it we are then able to provide the connectivity necessary for Telehealth, educational resource, revenue for SCETV.</p> <p>The funds associated with this proviso would be allocated on a priority basis considering needs and urgency.</p>
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Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. If new positions have been requested, explain why existing vacancies are not sufficient.

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FORM B2 – NON-RECURRING OPERATING REQUEST

AGENCY PRIORITY	5	<i>Provide the Agency Priority Ranking from the Executive Summary.</i>
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TITLE	ETV Infrastructure	<i>Provide a brief, descriptive title for this request.</i>
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AMOUNT	\$10,000,000	<i>What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.</i>
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FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:	
	<input type="checkbox"/>	Change in cost of providing current services to existing program audience
	<input type="checkbox"/>	Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/>	Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/>	Non-mandated program change in service levels or areas
	<input type="checkbox"/>	Proposed establishment of a new program or initiative
	<input type="checkbox"/>	Loss of federal or other external financial support for existing program
	<input type="checkbox"/>	Exhaustion of fund balances previously used to support program
	<input type="checkbox"/>	IT Technology/Security related
	<input type="checkbox"/>	Consulted DTO during development
	<input type="checkbox"/>	Request for Non-Recurring Appropriations
	<input checked="" type="checkbox"/>	Request for Federal/Other Authorization to spend existing funding
<input type="checkbox"/>	Related to a Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:	
	<input type="checkbox"/>	Education, Training, and Human Development
	<input type="checkbox"/>	Healthy and Safe Families
	<input checked="" type="checkbox"/>	Maintaining Safety, Integrity, and Security
	<input type="checkbox"/>	Public Infrastructure and Economic Development
<input type="checkbox"/>	Government and Citizens	

ACCOUNTABILITY OF FUNDS		Objectives: Public Infrastructure and Economic Development Maintaining Safety, Integrity and Security
		In July of 2017, ETV received \$43,162,610 in spectrum auction proceeds from the FCC. These funds emanated from wireless companies and were received by ETV for its successful bidding in the auction, which was described by the FCC as a "one in a lifetime opportunity." The proceeds are in exchange for ETV's relinquishment of spectrum associated with one of the network's upstate TV channels that overlapped with another of ETV's signals. By "channel sharing" we will still reach the same viewing audience. According to the terms of the proviso (8.2), ETV will retain \$35 million of the proceeds which are held in a restricted account to be utilized to shore up the Network's massive

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	<p>infrastructure of towers, support structures, and production/broadcast equipment. ETV has developed a five-year equipment plan for investment of these proceeds. We are requesting \$10,000,000 in capital expense authority to launch a multi-year contract bidding process for the capital plan.</p>
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What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency's accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS	<p>We have developed a prioritized list of equipment needs ranging from shoring up aging infrastructure, supporting buildings that house equipment adjacent to towers, production equipment, studio and remote facilities, HVAC equipment and IT security and support. We are working with the SFAA to develop long-term contracts based on competitive bids for equipment and related services.</p>
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What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

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JUSTIFICATION OF REQUEST

This is not a request for additional funding. It is a request for authorization in the amount of \$10,000,000 to begin the procurement process for use of funds in ETV's restricted auction proceeds account.

The five-year plan we have created will replace and update an aging infrastructure that is in serious risk of failure at multiple points. Without investment, ETV could no longer continue supporting a network of several hundred towers, four separate TV broadcast channels airing on 11 TV stations, as well as two radio services being distributed over eight radio stations. This investment, which ETV has secured without use of state funds, will secure the future of ETV for the coming decade, will support emergency communications and public safety, and ultimately economic development. We are purchasing equipment that is energy efficient and we believe will save in operating costs. Newer equipment will also save countless hours in staff maintenance time leading to a more efficient and productive engineering staff.

Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. Does this non-recurring appropriation request create an annualization or need for recurring funds?

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FORM B2 – NON-RECURRING OPERATING REQUEST

AGENCY PRIORITY	6 <i>Provide the Agency Priority Ranking from the Executive Summary.</i>
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TITLE	Authorization for Channel Reassignment Funding, which will be reimbursed by the FCC <i>Provide a brief, descriptive title for this request.</i>
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AMOUNT	\$7,000,000 <i>What is the net change in requested appropriations for FY 2019-20? This amount should correspond to the total for all funding sources on the Executive Summary.</i>
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FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply:	
	<input type="checkbox"/>	Change in cost of providing current services to existing program audience
	<input type="checkbox"/>	Change in case load/enrollment under existing program guidelines
	<input type="checkbox"/>	Non-mandated change in eligibility/enrollment for existing program
	<input type="checkbox"/>	Non-mandated program change in service levels or areas
	<input type="checkbox"/>	Proposed establishment of a new program or initiative
	<input type="checkbox"/>	Loss of federal or other external financial support for existing program
	<input type="checkbox"/>	Exhaustion of fund balances previously used to support program
	<input type="checkbox"/>	IT Technology/Security related
	<input type="checkbox"/>	Consulted DTO during development
	<input type="checkbox"/>	Request for Non-Recurring Appropriations
	<input checked="" type="checkbox"/>	Request for Federal/Other Authorization to spend existing funding
<input type="checkbox"/>	Related to a Recurring request – If so, Priority # _____	

STATEWIDE ENTERPRISE STRATEGIC OBJECTIVES	Mark "X" for primary applicable Statewide Enterprise Strategic Objective:	
	<input type="checkbox"/>	Education, Training, and Human Development
	<input type="checkbox"/>	Healthy and Safe Families
	<input checked="" type="checkbox"/>	Maintaining Safety, Integrity, and Security
	<input type="checkbox"/>	Public Infrastructure and Economic Development
<input type="checkbox"/>	Government and Citizens	

ACCOUNTABILITY OF FUNDS	Objectives: Maintaining Safety, Integrity and Security
	With the conclusion of the recent broadcast spectrum incentive auction, nearly 1,000 TV stations must move to new channels or frequencies, an incredibly complicated and expensive task. This process is known as repacking. In South Carolina, the FCC has advised ETV that we are required to repack 10 TV stations, and all of this work must be completed in various phases with deadlines between 1 to 3 years. ETV is in the process of procuring equipment and services to complete this massive undertaking. The FCC will be reimbursing stations for the costs of equipment and services (but not staff time). The FCC has stated that once it has approved repacking projects, they will transfer 90% of the funds for reimbursement, with the remaining 10% to be adjusted once the projects are

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

completed. We estimate the entire effort will cost between \$18 and \$19 million in out-of-pocket, reimbursable costs. We are therefore requesting authorization for the \$7,000,000 as the third phase of this three-year plan. (ETV received \$8,000,000 authorization in the FY17-18 budget for the first phase and \$7,000,000 authorization in the FY18-18 budget for the second phase.)

Repacking will result in procurement of new transmitters, antennas, supporting equipment for 10 TV stations. This will support a much more robust and reliable statewide TV network, which reaches rural and urban areas. The network service bring arts, culture, science, history, and economic coverage to millions of South Carolinians each year, resulting in a more informed citizenry and contributing to economic development. Additionally, ETV broadcast signals carry important emergency alert systems, and advanced technology will support improved emergency communications.

The ultimate evaluation will be in meeting the FCC compliance requirements for reimbursement through providing timely and accurate reports.

What specific strategy, as outlined in the FY 2018-19 Strategic Planning and Performance Measurement template of agency's accountability report, does this funding request support? How would this request advance that strategy? How would the use of these funds be evaluated?

RECIPIENTS OF FUNDS

Due to very tight deadlines, we have worked with the SFAA to secure emergency procurement contracts with vendors who provide very specialized services of TV transmitters and antennas, as well as service providers who will assist in the complex installation required at 10 different sites. In order to ensure compatibility and continuity with existing equipment, many of these vendors are sole source.

What individuals or entities would receive these funds (contractors, vendors, grantees, individual beneficiaries, etc.)? How would these funds be allocated – using an existing formula, through a competitive process, based upon predetermined eligibility criteria?

AGENCY NAME:

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SECTION:

8

**JUSTIFICATION OF
REQUEST**

This is not a request for additional funding. It is a request for authorization in the amount of \$7,000,000 for the coming fiscal year for FCC funds that will reimburse equipment purchases and service contracts.

We need to ensure a smooth process of contracting with companies quickly, given a very competitive environment with other stations all seeking the same equipment and services. Without expedited authorization, we risk missing deadlines and ultimately going dark in any areas where we do not meet the stringent timelines, engineering standards and FCC compliance.

Please thoroughly explain the request to include the justification for funds, potential offsets, matching funds, and method of calculation. Please include any explanation of impact if funds are not received. Does this non-recurring appropriation request create an annualization or need for recurring funds?

AGENCY NAME:	Educational Television Commission		
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FORM D – PROVISO REVISION REQUEST

NUMBER	8.5
---------------	-----

Cite the proviso according to the renumbered list for FY 2019-20 (or mark "NEW").

TITLE	ETV: Delineate Agency Funding
--------------	--------------------------------------

Provide the title from the FY 2018-19 Appropriations Act or suggest a short title for any new request.

BUDGET PROGRAM	N/A
-----------------------	-----

Identify the associated budget program(s) by name and budget section.

RELATED BUDGET REQUEST	N/A
-------------------------------	-----

Is this request associated with a budget request you have submitted for FY 2019-20? If so, cite it here.

REQUESTED ACTION	Delete
-------------------------	--------

Choose from: Add, Delete, Amend, or Codify.

OTHER AGENCIES AFFECTED	N/A
--------------------------------	-----

Which other agencies would be affected by the recommended action? How?

SUMMARY & EXPLANATION	This proviso directs ETV to delineate it's funding by line items in the General Appropriations Bill beginning with the Governor's budget submission in the fall of the FY19.
----------------------------------	--

Summarize the existing proviso. If requesting a new proviso, describe the current state of affairs without it. Explain the need for your requested action. For deletion requests due to recent codification, please identify SC Code section where language now appears.

AGENCY NAME:	Educational Television Commission		
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FISCAL IMPACT	N/A
----------------------	-----

Provide estimates of any fiscal impacts associated with this proviso, whether for state, federal, or other funds. Explain the method of calculation.

PROPOSED PROVISOR TEXT	<p>8.5.—(ETV: Delineate Agency Funding) In order to foster increased transparency and accountability, with the funds appropriated to the Educational Television Commission, the commission is directed to work with the Executive Budget Office to delineate the agency's funding by line items in the General Appropriations Bill beginning with the Governor's budget submission in the fall of the current fiscal year. The commission and the Executive Budget office are also directed to identify any provisos that would need to be adjusted and request changes to the Governor, Chairman of House Ways and Means Committee and Chairman of the Senate Finance Committee by November 30 of the current fiscal year.</p>
-------------------------------	--

Paste FY 2018-19 text above, then bold and underline insertions and strikethrough deletions. For new proviso requests, enter requested text above.

AGENCY NAME:	Educational Television Commission		
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SUMMARY

By reducing the Local and Transparency program by \$8,578, ETV would be reducing operating dollars that would have been used for engineering and communication services and supplies. Service delivery impact would not be felt by the citizens of South Carolina.

Please provide a detailed summary of service delivery impact caused by a reduction in General Fund Appropriations and provide the method of calculation for anticipated reductions. Agencies should prioritize reduction in expenditures that have the least significant impact on service delivery.

AGENCY COST SAVINGS PLANS

ETV plans to reduce purchases of supplies, travel, in-person training, and attendance of conferences. ETV will, instead, utilize online trainings such as webinars. Technical capital upgrades will improve the quality and reliability of equipment, productivity, and energy efficiencies. Savings would be used for development of additional educational content for our pre-K-12 *LearningWhy* program.

What measures does the agency plan to implement to reduce its costs and operating expenses by more than \$50,000? Provide a summary of the measures taken and the estimated amount of savings. How does the agency plan to repurpose the savings?

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

FORM F – REDUCING COST AND BURDEN TO BUSINESSES AND CITIZENS

TITLE	Energy Efficiency Program
--------------	----------------------------------

Provide a brief, descriptive title for this request.

EXPECTED SAVINGS TO BUSINESSES AND CITIZENS	Savings in electrical and HVAC that support towers across the state. We are currently studying the amount of savings, which is to be determined.
--	---

What is the expected savings to South Carolina's businesses and citizens that is generated by this proposal? The savings could be related to time or money.

FACTORS ASSOCIATED WITH THE REQUEST	Mark "X" for all that apply: <input type="checkbox"/> Repeal or revision of regulations. <input type="checkbox"/> Reduction of agency fees or fines to businesses or citizens. <input checked="" type="checkbox"/> Greater efficiency in agency services or reduction in compliance burden. <input type="checkbox"/> Other
--	---

METHOD OF CALCULATION	The method of calculation is through the review of electrical and HVAC monthly bills for ETV's Telecommunications Center based on the monthly utility charges. As the energy efficiency study is implemented throughout the building a month-to-month budget comparison will be documented over the course of FY 19-20.
------------------------------	---

Describe the method of calculation for determining the expected cost or time savings to businesses or citizens.

REDUCTION OF FEES OR FINES	N/A
-----------------------------------	-----

Which fees or fines does the agency intend to reduce? What was the fine or fee revenue for the previous fiscal year? What was the associated program expenditure for the previous fiscal year? What is the enabling authority for the issuance of the fee or fine?

REDUCTION OF REGULATION	SSFA works with state agencies to authorize, review, and endorse energy efficiency plans and when approved provide funding based on the criteria established by SSFA that the agency has met.
--------------------------------	---

Which regulations does the agency intend to amend or delete? What is the enabling authority for the regulation?

AGENCY NAME:	Educational Television Commission		
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SUMMARY

ETV manages hundreds of towers and equipment across the state. We are embarking on an energy efficiency plan to reduce our electrical and HVAC costs. The first phase of SCETV's Multi-year energy efficiency study is for our Telecommunications Headquarters at 1041 George Rogers Blvd, Columbia, SC. The energy efficiency study will be ongoing during FY 19-20.

Provide an explanation of the proposal and its positive results on businesses or citizens. How will the request affect agency operations?

TAB 6

Public Education and Special Schools Subcommittee Proviso Request Summary

Proviso # in FY 19-20 Act	Proviso Title	Short Summary	Agency Recommended Action (keep, change, delete, add)
8.1	ETV: Grants/Contributions Carry Forward	The Educational Television Commission shall be permitted to carry forward any funds derived from grant awards or designated contributions and any state funds necessary to match such funds, provided that these funds be expended for the programs which they	Keep
8.2	ETV: Spectrum Auction	The Educational Television Commission shall be authorized to receive and retain up to \$35,000,000 of the proceeds from the Federal Communication Commission TV Auction and place them in a segregated, restricted account. These proceeds shall be used to fund	Keep
8.3	ETV: Antenna and Tower Placement	All leases for antenna and tower operations within institutions of higher learning campuses must conform to master plans for such property, as determined solely by the institution of higher learning.	Keep
8.4	ETV: Wireless Communications Tower	The Educational Television Commission is directed to coordinate tower and antenna operations within South Carolina state government. The commission shall (1) approve all leases regarding antenna placement on state-owned towers and buildings, (2) coordinate all new	Keep
8.5	ETV: Delineate Agency Funding	This proviso directs ETV to delineate it's funding by line items in the General Appropriations Bill beginning with the Governor's budget submission in the fall of the FY19.	Delete

93.19	DOA: Sale of Surplus Real Property	<p>Up to fifty percent of the proceeds, net of selling expenses, from the sale of surplus real properties shall be retained by the Department of Administration and used for the deferred maintenance of state-owned buildings. The remaining fifty percent of the net proceeds shall be returned to the agency that the property is owned by, under the control of, or assigned to and shall be used by that agency for nonrecurring purposes. This provision applies to all state agencies and departments except: institutions of higher learning; the Public Service Authority; the Ports Authority; the MUSC Hospital Authority; the Myrtle Beach Air Force Redevelopment Authority; the Department of Transportation; the Columbia State Farmers Market; the Department of Agriculture's Columbia Metrology Lab building and property; the Charleston Naval Complex Redevelopment Authority; the Department of Commerce's Division of Public Railways; the Midlands Technical College Enterprise Campus Authority; the Trident Technical College Enterprise Campus Authority; the Commissioners residence at the Department of Corrections and the Educational Television Commission's Key Road property.</p> <p>The Educational Television Commission shall be authorized to retain the net proceeds from the sale of its property on Key Road, and such proceeds may be used for the renovation of the ETV Telecommunications Center and other maintenance and operating expenses. If it is determined that sufficient net proceeds are not to be derived from the sale of its property on Key Road to cover the cost of all renovations of the Telecommunications Center, the property on Key Road shall not be sold. Any proposed sale hereunder shall, prior to said sale, be submitted to the Department of Administration for approval as being in compliance with the requirements of this subsection.</p> <p>The Department of Corrections shall be authorized to retain the net proceeds from the sale of the residence provided for the Commissioner of the Department of Corrections and use such</p>	Keep
117.27	GP: School Technology Initiative	<p>From the funds appropriated/authorized for the K-12 technology initiative, the Department of Education, in consultation with the Department of Administration, the State Library, the Educational Television Commission, and a representative from the Education Oversight Committee, shall administer the K-12 technology initiative funds. These funds are intended to provide technology, encourage effective use of technology in K-12 public schools throughout the state, conduct cost/benefit analyses of the various technologies, and should, to the maximum extent possible, involve public-private sector collaborative efforts. Funds may also be used to establish pilot projects for new technologies with selected school districts as part of the evaluation process. K-12 technology initiative funds shall be retained and carried forward to be used for the same purpose.</p>	Keep
117.79	GP: Broadband Spectrum Lease	<p>The General Assembly must approve any exercise of the Middle Band Segment Channel recapture provisions contained in the Educational Broadband Service Spectrum Lease Agreements if the exercise of the recapture provisions would result in a decrease in payments received by the State. The Educational Television Commission assumes management and administration of the lease and receives lease payments directly. The Educational Television Commission shall retain and expend funds received pursuant to the lease for agency operations. The commission shall be authorized to carry forward unexpended funds from the prior fiscal year into the current fiscal year. In the event of a default by the current lease holder, the Educational Television Commission is authorized to use contingent funds up until such time as a new lease can be negotiated by the State and the Educational Television Commission.</p>	Keep
117.89	GP: Funds Transfer to SCETV	<p>In the current fiscal year funds appropriated in Part IA to the Department of Administration Section 93 for Legislative and Public Affairs Coverage and Emergency Communications Backbone and to the Law Enforcement Training Council in Section 64 for State and Local Training of Law Enforcement, City and County municipal training services must be transferred to the Educational Television Commission (ETV) during July of the current fiscal year for the continuation of services as provided in the prior fiscal year.</p>	Keep

Public Education and Special Schools Subcommittee Proviso Request Summary

Proviso # in FY 19-20 Act	Proviso Title	Short Summary	Agency Recommended Action (keep, change, delete, add)
1A.23	SDE-EIA: Reading	The funds allocated to the Department of Education for reading shall be used to provide districts with research-based strategies and professional development and to work directly with schools and districts to assist with implementation of research-based strategies. When providing professional development the department and school districts must use the most cost effective method and when able utilize ETV to provide such services throughout the state. The department shall establish measurements for monitoring impact on student achievement.	Keep
1A.35	SDE-EIA: SCETV Teacher Training/Support	Of the funds appropriated in Part IA, Section 1, VIII.E. South Carolina Educational Television must provide training and technical support on the educational resources available to teachers and school districts.	Keep
1A.41	SDE-EIA: EOC Partnerships for Innovation	Of the funds appropriated or carried forward from the prior fiscal year, the Education Oversight Committee is directed to participate in public-private partnerships to promote innovative ways to transform the assessment of public education in South Carolina that support increased student achievement in reading and college and career readiness. The Education Oversight Committee may provide financial support to districts and to public-private partnerships for planning and support to implement, sustain and evaluate the innovation and to develop a matrix and measurements of student academic success based on evidence-based models. These funds may also be used to support the innovative delivery of science, technology, and genetic education and exposure to career opportunities in science, including mobile science laboratory programs, to students enrolled in the Abbeville equity school districts and students in high poverty schools. These funds may also focus on creating public-private literacy partnerships utilizing a 2:1 matching funds provision when the initiative employs research-based methods, has demonstrated success in increasing reading proficiency of struggling readers, and works directly with high poverty schools and districts. The committee will work to expand the engagement of stakeholders including state agencies and boards like the Educational Television Commission, businesses, and higher education institutions. The committee shall annually report to the General Assembly on the measurement results.	Keep

TAB 7

**South Carolina Educational Television Commission
FY 18-19 General Fund Carry Forward
Fiscal Year 18-19**

General Fund Carry Forward: \$28,279.58.

TAB 8

Current FTE Breakdown (as of 1/16/2019)

150.5 Authorized

129 Filled

21.5 Vacant

New FTEs Requested:

Content

Project Coordinator (position and band)

One position to create, design, produce, and distribute a comprehensive statewide awareness/education campaign about education and career readiness.

TAB 9



SCEIN

South Carolina Emergency Information Network

In September 2018, South Carolina ETV (SCETV) and South Carolina Public Radio announced a partnership with WUFT, Gainesville-Ocala, Florida to provide up-to-date, heightened hurricane and tropical storm and other emergency content to South Carolina residents and visitors across the state. The initiative was named South Carolina Emergency Information Network, or SCEIN. Throughout the fall, WUFT and SCETV rolled out various multimedia platforms and unique tools, including the installation of eight remote weather stations and camera systems, new and enhanced website elements, plus severe weather and emergency messaging upgrades to SCETV's social media accounts. SCEIN was designed to provide South Carolina citizens one place where they can get the information they need when they need it in an inclusive and unsensationalized manner.

During Hurricane Florence, updates were broadcast on South Carolina Public Radio, Facebook Live and added to SCETV's and South Carolina Public Radio's websites. SCEIN Updates were also broadcast on Twitter's streaming service Periscope. The 9/12/18 evening update on Periscope had 200,913 viewers, a number not previously seen during emergency weather events for SCETV and South Carolina Public Radio. Coverage has continued with enhanced online, social media and television content.



HURRICANE FLORENCE REPORT | SEPTEMBER 6 - SEPTEMBER 12 2018

SCETV.ORG

OVERVIEW - PAGE 1

DAILY BREAKDOWN - PAGE 2

BLOG POSTS - PAGE 3

SOUTH CAROLINA PUBLIC RADIO

OVERVIEW - PAGE 4

DAILY BREAKDOWN - PAGE 5

BLOG POSTS - PAGE 6

SCETV APP - PAGE 7

YOUTUBE - PAGE 8

KALTURA - LIVE STREAMING - PAGE 9

SOUTH CAROLINA EMERGENCY NETWORK

WEB AND FACEBOOK - PAGE 10

PERISCOPE - PAGE 11

SOCIAL MEDIA

SCETV FACEBOOK - PAGE 12

SOUTH CAROLINA PUBLIC RADIO FACEBOOK - PAGE 13

PALMETTO SCENE FACEBOOK - PAGE 14

SCETV TWITTER - PAGE 15

SOUTH CAROLINA PUBLIC RADIO TWITTER - PAGE 16

INSTAGRAM - PAGE 17

COMPARING MATTHEW AND IRMA

SCETV.ORG - PAGE 18

SCETV AUDIENCE - PAGE 19

SOUTH CAROLINA PUBLIC RADIO - PAGE 20

SOUTH CAROLINA PUBLIC RADIO AUDIENCE - PAGE 21

KALTURA LIVE STREAMING - PAGE 22

YOUTUBE - PAGE 23

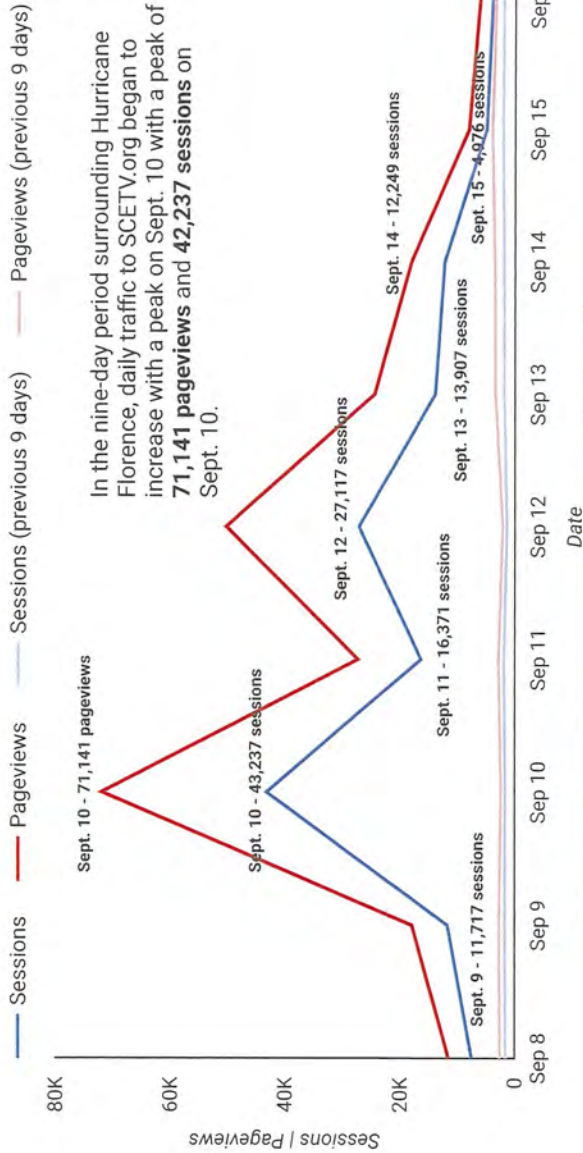
YOUTUBE AUDIENCE - PAGE 24

KEY INSIGHTS

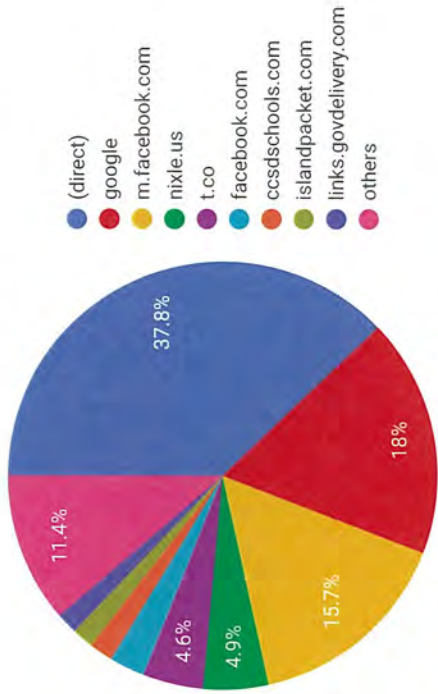
- In the period surrounding Hurricane Florence, daily traffic to SCETV.org began to increase with a peak on Sept. 10 of **71,141 pageviews** and **42,237 sessions** on Sept. 10.
- **Direct Link** and **Social Media** (particularly Facebook) led to the most traffic to SCETV.org. Searches for "hurricane florence update", "scetv", **direct link to the update page**, "sc governor press conference today", "scetv.org" and "governor mcmaster press conference" were the most common in this period.
- **SCETV.org reaches younger audiences during hurricanes. During Florence, Irma and Matthew, both male and female users 25-44** were seen in higher numbers, compared to weeks before and after where **users were usually 55+**.
- South Carolina Public Radio's website also saw daily traffic increases around Florence, with with a peak of **6,594 pageviews** and **3,504 sessions** on Sept. 10.
- South Carolina Public Radio users were listening to **streaming, RSS feeds, podcasts** and following **SC Emergency Information Updates**.
- SCETV and South Carolina Public Radio **live streamed conferences and SCEIN updates on Facebook**. SCETV's video views were **121,652** and South Carolina Public Radio's Facebook were **2,202** (+110,000%).
- During Florence, Facebook had **5,247 pageviews** (+2,916% from previous period) and **1,400 new followers** (+4,142%). South Carolina Public Radio's Facebook had **61 page likes** (+408%) and **65 new followers** (+364%).
- SCEIN Updates were also broadcast on Twitter's streaming service Periscope. The 9/12 evening update had **200,913 viewers**.
- The top viewed YouTube video during Florence was on **09/10/18** with **26,557 views** and **328,816 minutes watched**. The **most views on YouTube during this time actually came from North Carolina, very closely followed by South Carolina**.



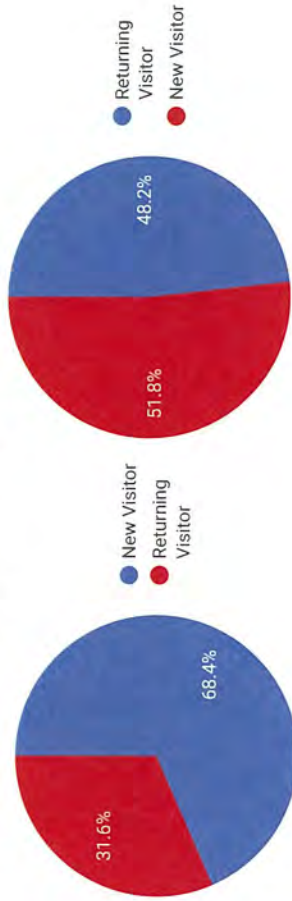
Sessions and Pageviews



Where did traffic come from?



New vs. Returning Visitors

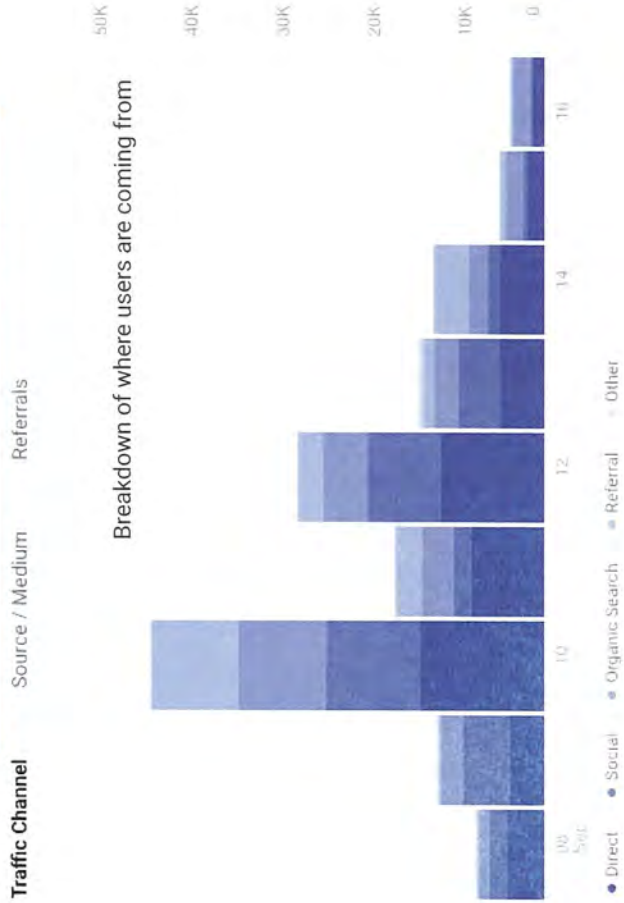


Sept. 8 - Sept. 16

Aug. 31 - Sept. 7

There was a **higher percentage of new visitors** during the period surrounding Hurricane Florence. This is important to note because a new visitor who navigates to SCETV during an emergency weather event could become a returning user.

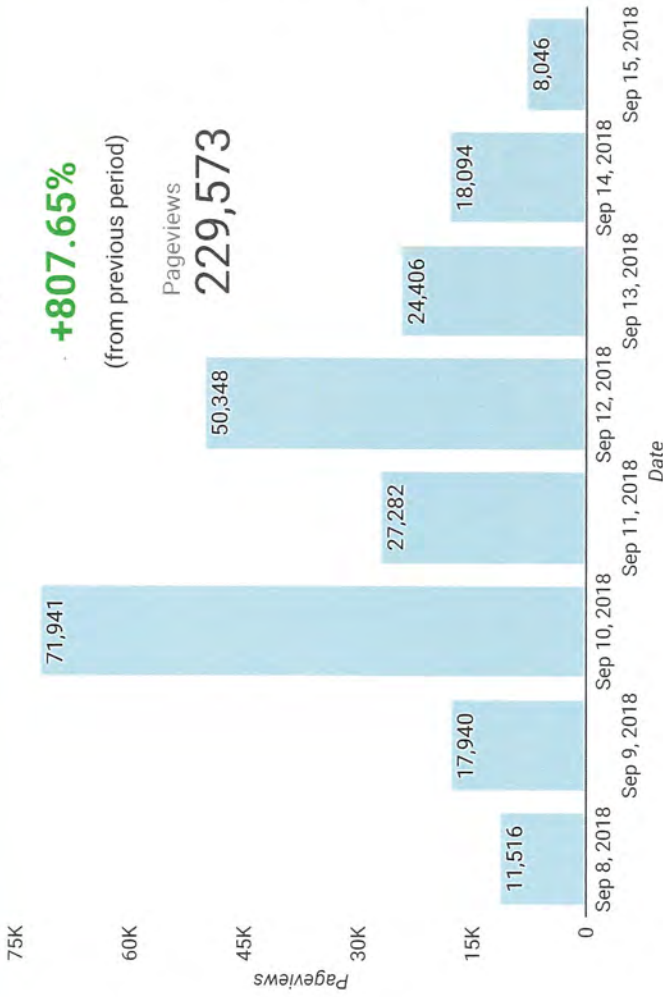
Lighter lines are the previous eight days, Aug. 31 - Sept 7



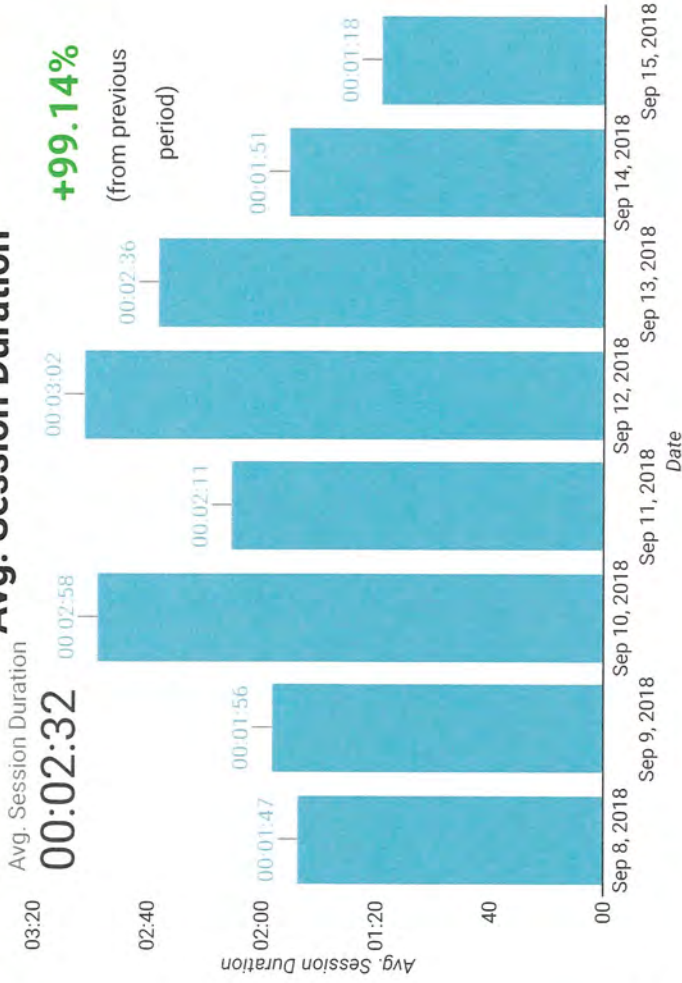
Google Analytics now creates a weekly forecast for how websites are expected to perform. Analytics created an alert to show that pageviews and new users **greatly exceeded the Analytics forecast during this period.**



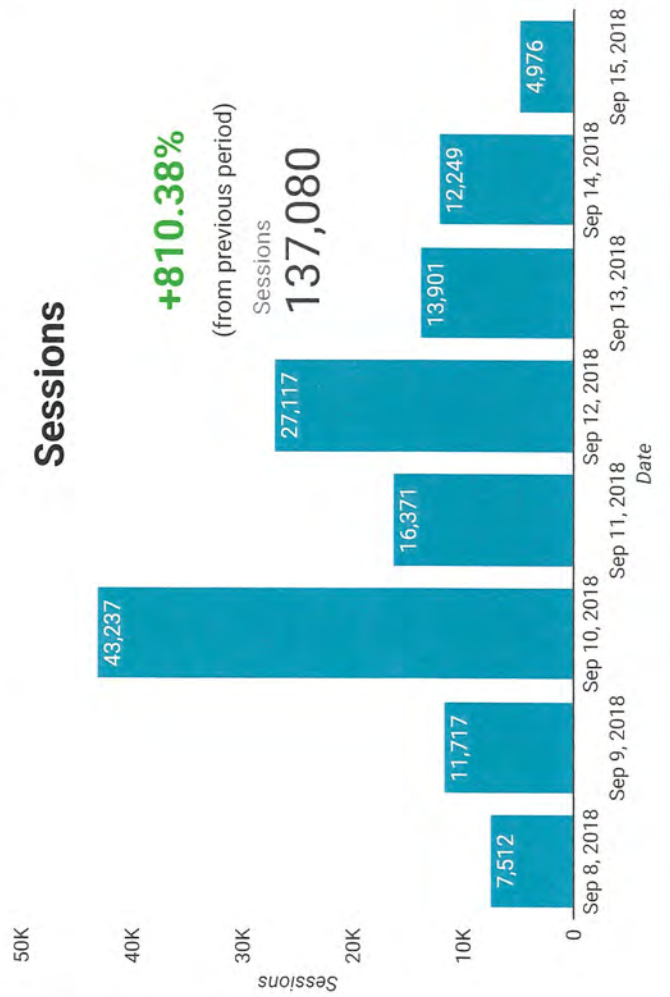
Pageviews



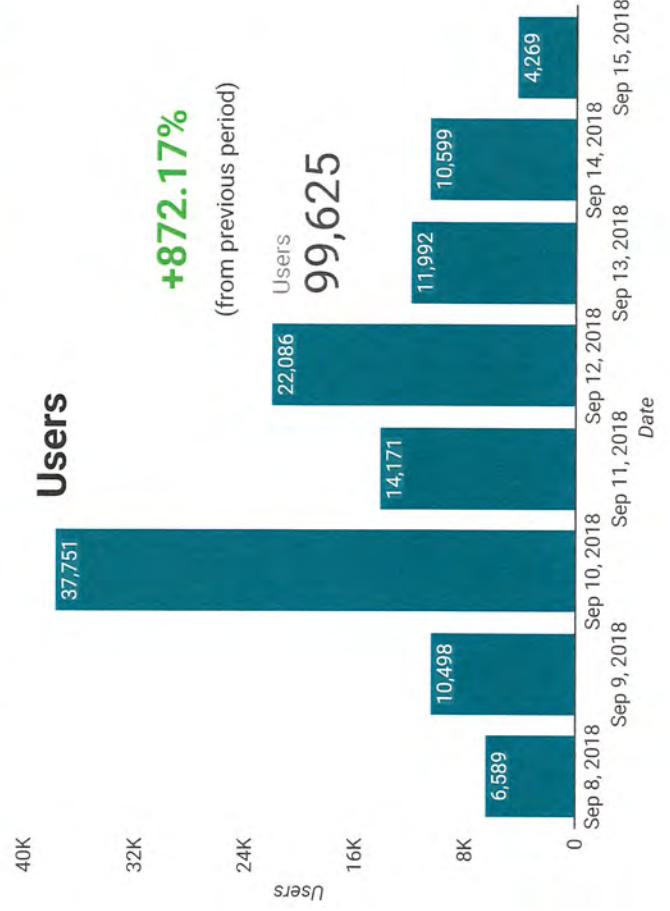
Avg. Session Duration



Sessions



Users

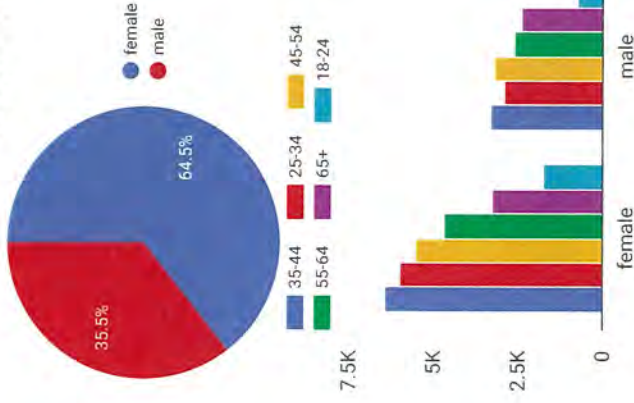




Hurricane Florence Top Pages *in pageviews*

- Live Hurricane Florence Updates Governor's Press Conference | 121,730
- SCETV Home Page | 44,897
- SCETV Weather Page | 16,299
- Live Tropical Storm Florence Updates | 8,641
- Live Governor McMaster Hurricane Florence Update | 983
- Hurricane Florence: Evacuation Order Lifted in Three Counties, SC Continues to Prepare | 757
- Louisiana's Cajun Navy Arrives in SC | 748
- 60 Years Page | 726
- Gov. Henry McMaster Orders Evacuations for Coastal Counties Effective September 11 at Noon | 690
- Hurricane Florence: Report from Beaufort, SC | 590
- Hurricane Florence: "The Citizens Need To Make Their Plans Now." | 518
- About SC Channel | 508
- Hurricane Florence: "We Do Not Want to Risk One South Carolina Life" Says McMaster | 504
- Follow SCEMD on Twitter | 429
- The Importance of HAM Radio During a Storm | 424
- SCETV Local Page | 378
- Tropical Storm Florence: "We are urging people to prepare themselves for a hurricane" | 372
- Hurricane Florence: See What's Happening on the Coast | 343
- SCETV/South Carolina Public Radio and WUFT Announce Emergency Network Partnership | 321
- Hurricane Florence: "This Hurricane is Unpredictable" says Governor McMaster | 295
- Evacuation Orders Lifted for Charleston, Dorchester, Berkeley, and Colleton Counties | 226

Audience



During the seven-day period surrounding Florence, users were more likely **female**, ages **35-44**, closely followed by females **25-34**.

City	Sessions
1. Hilton Head Island	12,853
2. Charlotte	12,839
3. Bluffton	10,744
4. Charleston	5,027
5. Columbia	4,865
6. Beaufort	4,828
7. Edinburg	4,171
8. Raleigh	3,886
9. New York	3,665
10. Atlanta	3,221

Usage

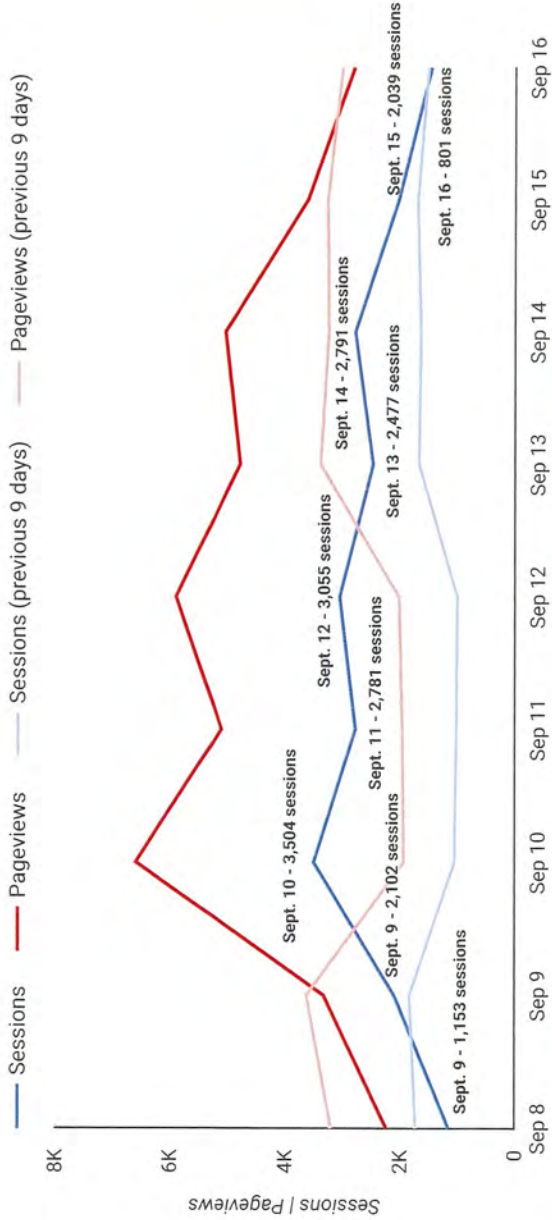


Users came to our site more often on their **mobile device**, closely followed by desktop sessions. This is important to note because in **previous weeks**, **desktop use was higher**.

These numbers show **where our users were located**. These numbers do not account for users who use safe search or other security measures.

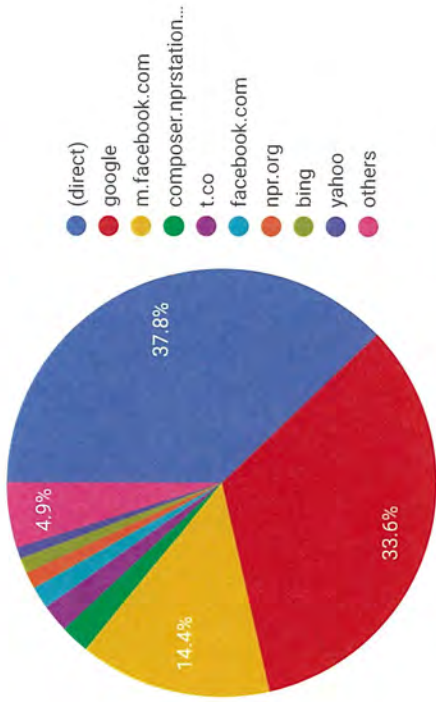


Sessions and Pageviews

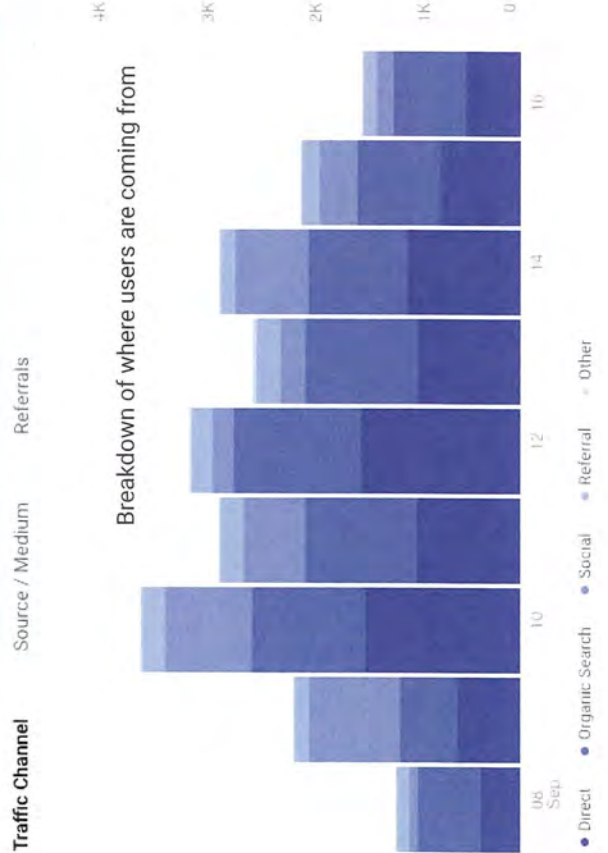
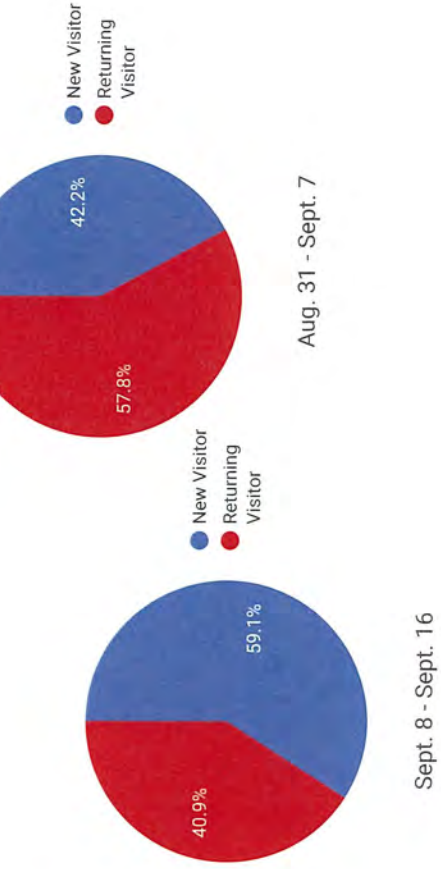


Lighter lines are the previous eight days, Aug. 31 - Sept 7

Where did traffic come from?



New vs. Returning Visitors



Traffic Channel

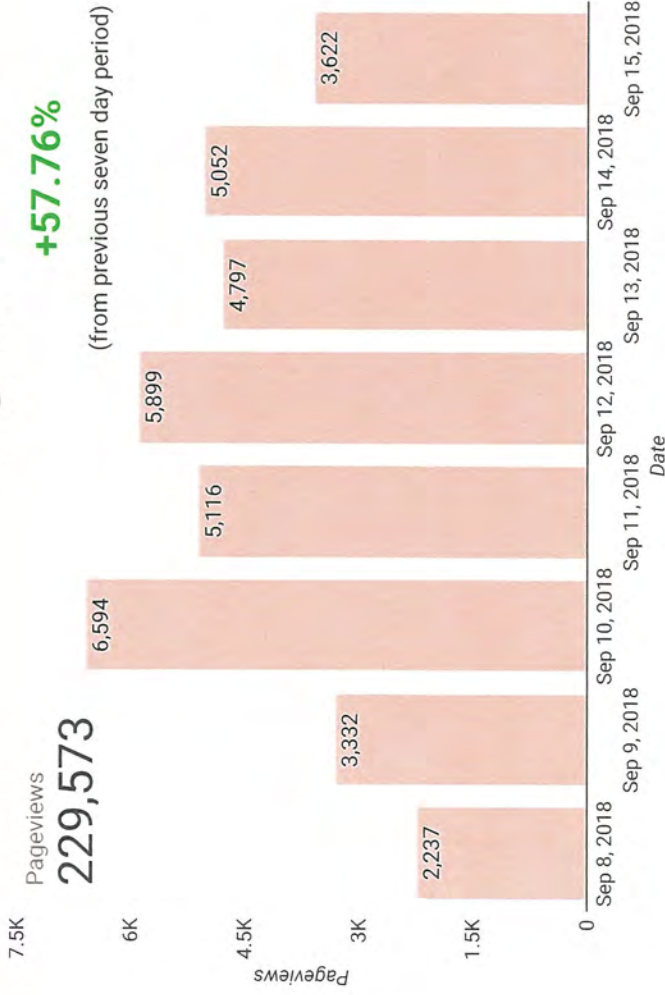
Source / Medium

Referrals

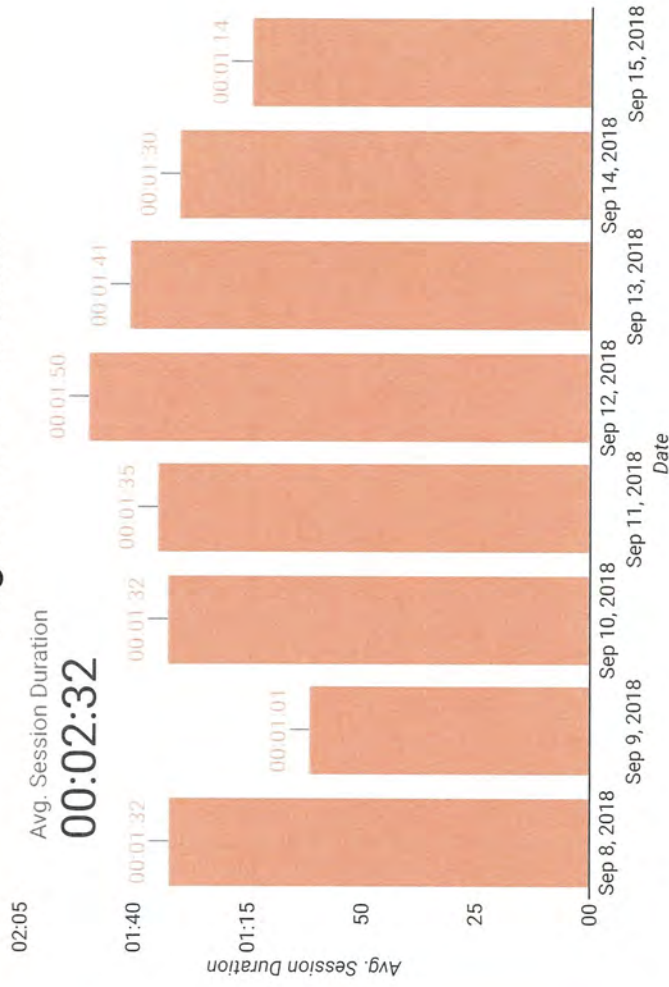
Breakdown of where users are coming from



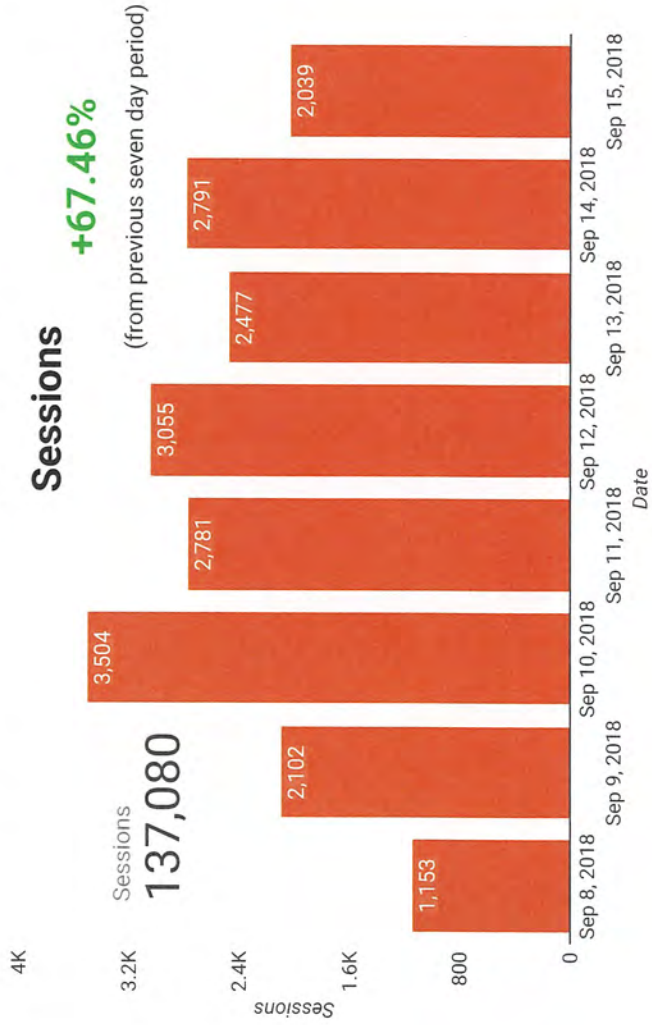
Pageviews



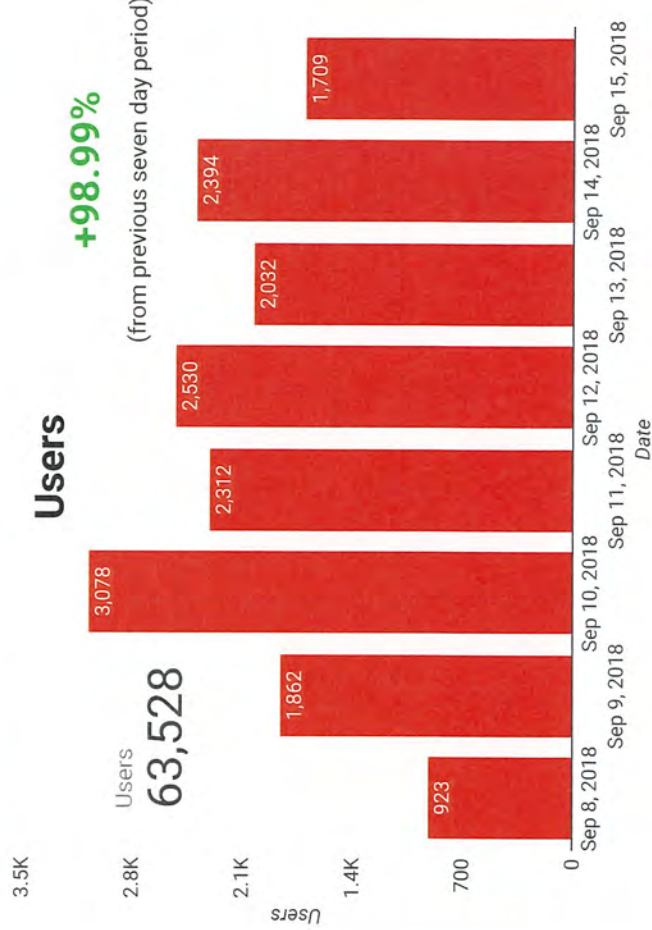
Avg. Session Duration



Sessions



Users

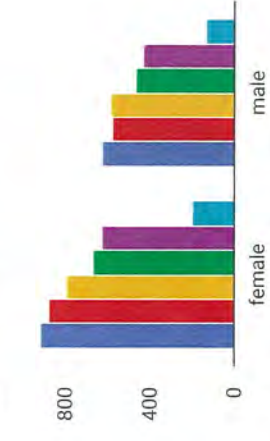
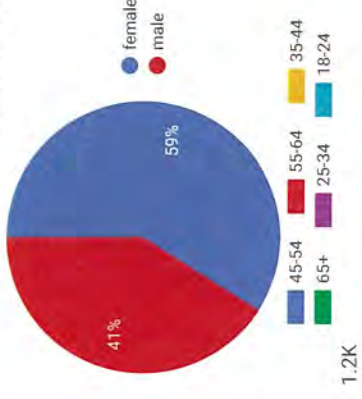




Hurricane Florence Top Pages in pageviews

- South Carolina Public Radio Homepage | 13,258
- Hurricane Florence a Significant Threat to South Carolina, Expected to Rapidly Intensify | 2,308
- Florence: It's Now All About the Flooding | 1,989
- Hurricane and Storm Surge Warnings Issued Ahead of Florence | 1,706
- Florence Now a Category 4 Hurricane and Still Strengthening | 1,513
- WLTR2 News and Music Stations Radio Schedule | 1,175
- Direct Streaming Links | 1,123
- Streaming | 684
- Retro Beach Motels Making a Comeback | 492
- Florence Still Crawling as Catastrophic Flooding Continues | 404
- About South Carolina Public Radio | 347
- WLTR News and Music Stations RadioSchedule | 343
- SC News Page | 321
- Podcasts and RSS Feeds | 260
- Walter Edgars Journal | 239
- Nichols Prepares for Hurricane Florence, SCDNR Explains How Rain in NC impacts SC | 237
- Hurricane Florence Slows as It Approaches the Coast of North Carolina | 228
- South Carolina Public Radio News Updates | 222

Audience



During the period surrounding Florence, users were more **female**, ages **45-54**, closely followed by females **55-64**.

Usage

Users came to our site more often on their **mobile device**, closely followed by desktop sessions. This is important to note because in **previous weeks**, **desktop use was higher**.



These numbers show **where our users were located**. These numbers do not account for users who use safe search or other security measures.





Totals

Sep 7, 2018 - Sep 16, 2018

Users	1,233	New Users	391	Sessions (30min length)	4,744	Avg. Sessions/User	3.85	Notifications Enabled	230	Notifications Opt-out	156
-------	--------------	-----------	------------	-------------------------	--------------	--------------------	-------------	-----------------------	------------	-----------------------	------------

Weekly Totals

(with % change as compared to previous week)

Users	1,049	New Users	316	Sessions (30min length)	3,618	Avg. Sessions/User	3.45	Notifications Enabled	196	Notifications Opt-out	116
	↑ 38.6%		↑ 129.0%		↑ 26.1%		↓ -9.0%		↑ 172.2%		↑ 110.9%

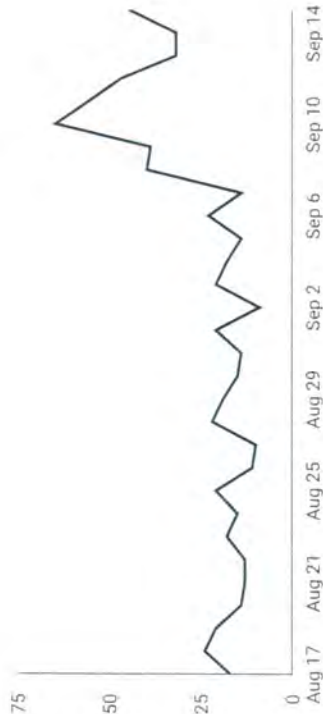
Monthly Totals

(with % change as compared to previous month)

Users	1,969	New Users	720	Sessions (30min length)	13,086	Avg. Sessions/User	6.65	Notifications Enabled	401	Notifications Opt-out	305
	↑ 15.2%		↑ 17.8%		↑ 7.9%		↓ -6.4%		↑ 22.6%		↑ 5.9%

Daily New Users

Aug 17, 2018 - Sep 15, 2018



Top Home Screen Section Items

Sep 7, 2018 - Sep 16, 2018

Rank	Title	Section Name	Views
1	PBS Kids 24/7 Live Stream	Live Stream	153
2	Hurricane Florence Report from Beaufort, SC	Emergency Information	32
3	Crossroads: Change in Rural America	Walter Edgar's Journal	29
4	Free Speech and the Responsibilities of Citizenship	Walter Edgar's Journal	26
5	Station 15	Reel South	24
6	Interesting Places in S.C.	RSS_1	23
7	A Chip off the Old Rock	Reel South	23
8	Florence: It's Now All About the Flooding	RSS_1	22
9	Hurricane Florence Update - 09/11/18	Emergency Information	21
10	Florence Now a Category 4 Hurricane and Still Strengthening	RSS_1	19



YOUTUBE VIEWS

Sept. 8 - Sept. 16

Video	Watch time (minutes)	Views
Hurricane Florence Update - 09/10/18	328,816 36%	26,557 23%
Hurricane Florence Update - 09/12/18	236,591 26%	13,910 12%
Hurricane Florence Update - 09/11/18	108,599 12%	13,112 12%
Hurricane Florence Update 09/09/18 ...	48,988 5.4%	10,573 9.3%
Tropical Storm Florence Update - 09/...	46,691 5.2%	9,900 8.7%
Hurricane Florence: Report from Bea...	2,135 0.2%	3,599 3.2%
SC Vietnam Veteran Discusses Time ...	11,894 1.3%	2,583 2.3%
Hurricane Florence Update - 09/14/18	19,437 2.2%	2,446 2.2%
Louisiana's Cajun Navy Arrives in Sou...	2,945 0.3%	1,905 1.7%
Hurricane Florence Update - 09/13/18	14,985 1.7%	1,726 1.5%

WATCH TIME: 901,806 minutes
+603.29% from previous 7-day period

AVG. VIEW DURATION: 7:56 minutes
+123.12% from previous 7-day period

VIEWS: 113,473
+215.20% from previous 7-day period

LIKES: 570
+67.65% from previous 7-day period

COMMENTS: 129
+84.29% from previous 7-day period

SHARES: 714
+153.19% from previous 7-day period

SUBSCRIBERS: 320
+267.82% from previous 7-day period

Top geographies

Watch time



Gender

Views



Traffic sources

Watch time



Playback locations

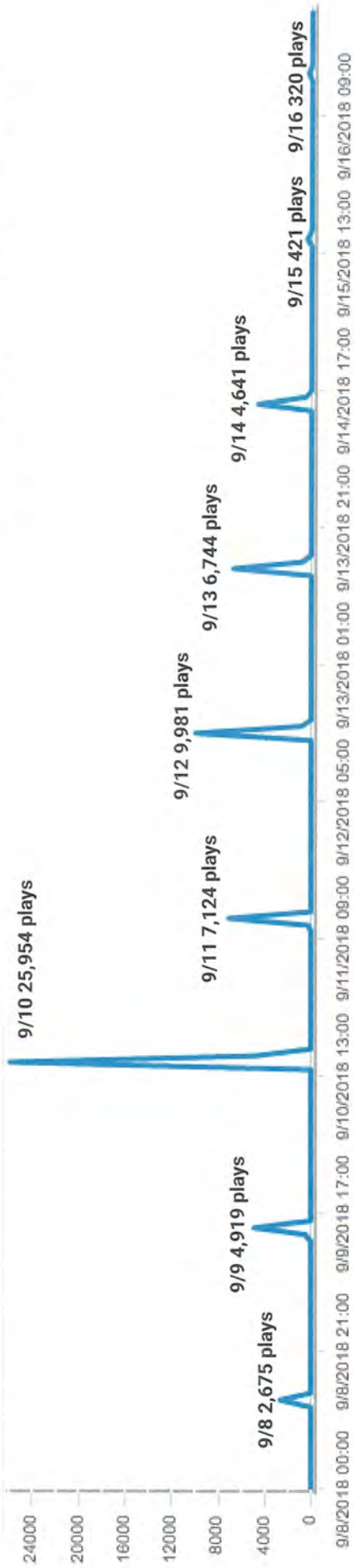
Watch time





Live Plays

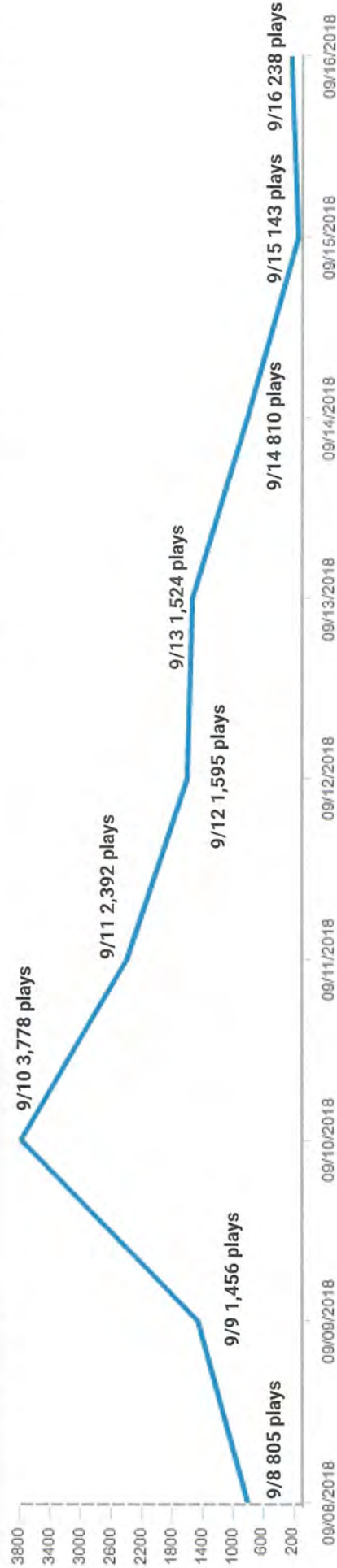
Press Conferences were played **Live 70,731** times



- The Florence Press Conferences have been viewed **70,731** times to date.
- The **most viewed** live conference to date was on 9/10/18 at 2 p.m. with **25,954 plays**.

Media Plays

Archived Press Conference entries were played **12,741** times



- There were **2794:19:07 minutes viewed**, with an average view time of **13:09 minutes** and a total of 58,098 player impressions.
- The most viewed archived conference was on 9/10/2018 with **3,778 plays**.



South Carolina ETV and South Carolina Public Radio partnered with WUFT, Gainesville-Ocala, Florida to provide up-to-date, heightened hurricane and tropical storm and other emergency content to South Carolina residents and visitors across the state. Updates were broadcast on Facebook Live and added to SCETV's website.

Emergency Information Facebook Live Update



Event Date and Time: Saturday, September 15, 2018 at 12:15 PM

Join South Carolina ETV for an in-depth Facebook Live designed to bring you more insight into Hurricane Florence and the potential impact to South Carolina. Join the conversation on South Carolina ETV's Facebook Page. Find out below how to create a notification so you always know when the next Facebook Live event is taking place.

Pageviews

145

Sessions

30

Users

113

Avg. Session Duration

00:02:15

Blog Posts on SCETV.org and SouthCarolinaPublicRadio.org

Hurricane Florence a Significant Threat to South Carolina, Expected to Rapidly Intensify | 2,306 pageviews, 01:45 avg. time spent

Florence: It's Now All About the Flooding | 1,710 pageviews, 01:34 avg. time on page

Hurricane and Storm Surge Warnings Issued Ahead of Florence | 1,701 pageviews, 02:27 avg. time spent

Florence Now a Category 4 Hurricane and Still Strengthening | 1,510 pageviews, 01:44 avg. time spent

Florence Still Crawling as Catastrophic Flooding Continues | 248 pageviews, 01:09 time on page

Hurricane Florence slowing down as it approaches the coast of North Carolina | 86 pageviews, 01:52 avg. time spent

Quiet or Quirky: A Hurricane Season Update | 19 pageviews, 05:48 avg. time spent

Performance for Your Post

0 Profile Reached

12,491 Video Views

472 Reactions, Comments & Shares

194 On Post

20 On Post

1 On Post

19 On Post

7 On Post

6 On Post

243 On Post

92 On Post

Get More Likes, Comments and Shares

Boost this post for \$12 to reach up to 8,500 people.

View Insights

95 Shares

231 Comments

92 Shares



SCEIN Facebook Live Events (by date)

9/10 SCEIN Update | 3,269 views | 6,294 people reached

9/11 SCEIN Update | 12,491 views | 22,277 people reached

9/12 SCEIN Midday Update | 4,769 views | 8,831 people reached

SCEIN Update "One More Sleep" | 3,048 views | 5,924 people reached

9/13 SCEIN Update "Tornado Warnings" | 4,068 views | 7,927 people reached

9/13 8 PM SCEIN Update | 3,993 views | 7,047 people reached

SCEIN Update "Outer bands from Florence" | 2,889 views | 5,595 people reached

reached

SCEIN Update "Landfall Near Wilmington" | 3,210 views | 6,721 people reached

SCEIN Update Florence Crossing into South Carolina | 9,975 views | 22,319 people reached

9/14 SCEIN Update 2 pm | 2,109 views | 4,724 people reached

SCEIN Update "Flooding now occurring" | 3,725 views | 7,269 people reached

SCEIN Update "Quick Update on Florence" | 1,538 views | 3,240 people reached

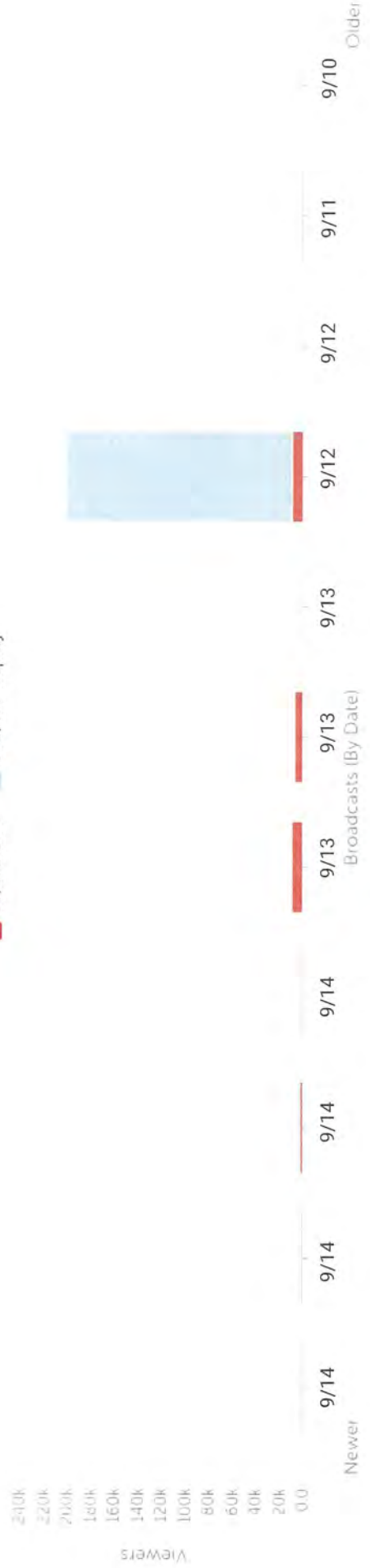


The South Carolina Emergency Network also aired the live updates on Twitter's streaming service Periscope.

Title	Date	Duration	Downloads	Viewers	Files	Downloads (By Date)	Views (By Date)
LIVE: #Florence moving closer to Myrtle Bea	09/14/2018	33:44	2	719	287	51,789	1,555
LIVE: #Florence moving closer to Myrtle Bea	09/14/2018	38:23	1	742	75	63,605	1,657
LIVE: #Florence making landfall near #Wilmi	09/14/2018	46:36	1	4,107	95	399,046	8,561
LIVE: #Florence making landfall near #Wilmi	09/14/2018	27:44	0	444	11	58,365	1,383
LIVE: Outer bands approaching #Wilmington	09/13/2018	1:03:04	5	9,612	1,213	760,432	12,057
LIVE: Flash flooding and life-threatening stor	09/13/2018	41:43	5	6,648	312	401,683	9,626
LIVE: Tornado Warnings being issued as oute	09/13/2018	32:13	5	696	22	51,877	1,610
LIVE: One more sleep before #Florence appr	09/12/2018	44:19	9	200,913	25,011	15,028,774	359,078
LIVE: The latest advisory on Hurricane #Flore	09/12/2018	24:13	4	1,250	58	93,794	3,873
LIVE: The latest advisory on Hurricane #Flore	09/11/2018	1:04:21	4	787	196	91,023	1,414
LIVE: The latest advisory on Hurricane #Flore	09/10/2018	30:18	9	830	217	74,769	2,467

The most notable update was on September 12. The conference has 200,913 viewers, a number we have not seen in weather events previously.

27,278 Live 199,487 Replay





SCETV added SC Public Radio to it's crossposting queue, increasing our reach on this social media channel.



Sept. 13's Press Conference was the top Facebook live streamed video on SCETV's Facebook as well as the top post during the events of Hurricane Florence. There was significant interaction on these posts, with users reacting and commenting. It was incredibly useful to have this live stream workflow in affect, as SCETV's Facebook has a huge following and this meant every video reached more people.



South Carolina ETV: Hurricane Florence Update - 09/13/18... Governor Henry McMaster and Team South Carolina update us on Hurricane Florence and it's potential impact on our state. #Florence #SCWX #SCEIN

Performance for Your Post

Metric	Value	Change
Peak Live Viewers	1,791	
Minutes Viewed	78,624	
3-Second Video Views	25,845	
10-Second Video Views	12,668	
Average Video Watch Time	1:40	
Audience Retention		
Audience and Engagement		



- 09/08 McMaster Update | 4,600 views | 10,463 people reached
- 09/09 McMaster Update | 4,600 views | 8,631 people reached
- 09/10 McMaster Update | 6,000 views | 13,122 people reached
- 9/10 SCEIN Update | 3,269 views | 6,294 people reached
- 9/11 McMaster Update | 9,400 views | 19,829 people reached
- 9/11 SCEIN Update | 12,491 views | 22,277 people reached
- 9/12 SCEIN Midday Update | 4,769 views | 8,831 people reached
- 9/12 McMaster Update | 14,000 views | 28,633 people reached
- SCEIN Update "One More Sleep" | 3,048 views | 5,924 people reached
- 9/13 SCEIN Update "Tornado Warnings" | 4,068 views | 7,927 people reached
- 9/13 McMaster Update | 26,000 views | 47,905 people reached
- 9/13 8 PM SCEIN Update | 3,993 views | 7,047 people reached
- SCEIN Update "Outer bands from Florence" | 2,889 views | 5,595 people reached
- SCEIN Update "Landfall Near Wilmington" | 3,210 views | 6,721 people reached
- SCEIN Update Florence Crossing into South Carolina | 9,975 views | 22,319 people reached
- 9/14 SCEIN Update 2 pm | 2,109 views | 4,724 people reached
- 9/14 McMaster Update | 5,700 views | 12,522 people reached
- SCEIN Update "Flooding now occurring" | 3,725 views | 7,269 people reached
- 9/15 McMaster Update | 6,000 views | 12,907 people reached
- SCEIN Update "Quick Update on Florence" | 1,538 views | 3,240 people reached
- 9/15 McMaster Update | 1,300 views | 2,559 people reached

Performance for Your Post

Metric	Value	Change
46,408	46,408	
25,845	25,845	
2,416	2,416	
260	260	
85	85	
86	86	
27	27	
32	32	
306	306	
1,434	1,434	
209	209	
16,884	16,884	
3,306	3,306	
48	48	
19,330	19,330	



Actions on Page
September 8 - September 14

4
Total Actions on Page **▲300%**



Page Likes
September 8 - September 14

61
Page Likes **▲408%**



Post Engagements
September 8 - September 14

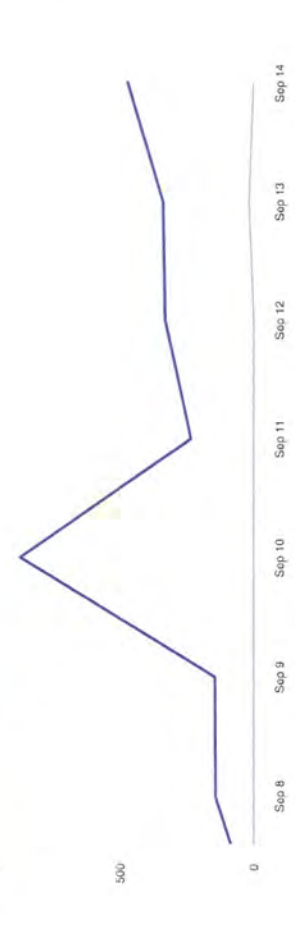
5,247
Post Engagement **▲463%**



2.5K
Minutes Viewed **▲12600%** from previous 7 days

1.9K
3-Second Video Views **▲1849%** from previous 7 days

2,540 Minutes Viewed **20** Previous Period



The top post was related to the Public Information Phone System number. The top video was the Sept. 12 McMaster Hurricane Florence Facebook which was crossposted.

SC Public Radio
Published by Hootsuite · 1 · 6 hrs · 3

Reminder: The state Public Information Phone System (PIPS) is live 24/7 ...
Call 1-866-246-0133 for more ...
- SCEMD

HURRICANE FLORENCE SOUTH CAROLINA
1-866-246-0133
Answering your questions, 24 hours a day.
Have a Plan. Make it Personal!
SCEMD
@SCEMD

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 10,000 people.

View insights

Boost Post
14 Shares

TOP POST

SC Public Radio: Hurricane Florence Update - 09/12/18...
Governor Henry McMaster and Team South Carolina update us on Hurricane Florence and it's potential impact on our state. #Florence #SCWX #SCEIN

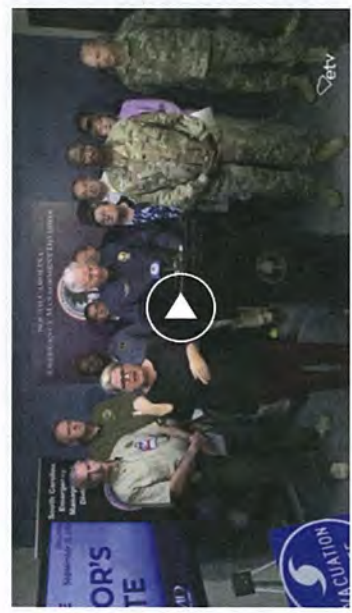
Performance for Your Post

- Peak Live Viewers: 610
- Minutes Viewed: 413
- 3-Second Video Views: 234
- 10-Second Video Views: 103
- Average Video Watch Time: 0:54
- Audience Retention
- Audience and Engagement

TOP VIDEO

Performance for Your Post

- Peak Live Viewers: 610
- Minutes Viewed: 413
- 3-Second Video Views: 234
- 10-Second Video Views: 103
- Average Video Watch Time: 0:54
- Audience Retention
- Audience and Engagement



Palmetto Scene: Tropical Storm Florence Update - 09/15/18...
Governor Henry McMaster and Team South Carolina update us on Tropical Storm Florence and it's impact on our state. #Florence #SCWX #SCEIN

48 19 · Uploaded on 09/15/2018 · View Permalink

TOP VIDEO

Performance for Your Post

- Peak Live Viewers: 224
- Minutes Viewed: 433
- 3-Second Video Views: 463
- 10-Second Video Views: 139
- Average Video Watch Time: 0:26
- Audience Retention
- Audience and Engagement

Performance for Your Post

- 1,014 People Reached
- 66 Reactions, Comments & Shares
- 42 Likes
- 17 On Post
- 25 On Shares
- 11 Likes
- 3 On Post
- 8 On Shares
- 1 Wow
- 1 On Post
- 0 On Shares
- 3 Comments
- 0 On Post
- 3 On Shares
- 9 Shares
- 9 On Post
- 0 On Shares
- 78 Post Clicks
- 0 Photo Views
- 37 Link Clicks
- 41 Open Checks



Louisiana's Cajun Navy Arrives in South Carolina
The Louisiana Cajun Navy have arrived in South Carolina...

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 15,000 people.

View Insights
Kathy Haliman Fudge, Mirreudly L. Mennis and 19 others
9 Shares

Boost Post

Actions on Page September 8 - September 14

1 Total Actions on Page **▲100%**

Page Views September 8 - September 14

52 Total Page Views **▲478%**

Page Likes September 8 - September 14

14 Page Likes **▲133%**

Page Followers September 8 - September 14

16 Page Followers **▲167%**

Page Previews September 8 - September 14

8 Page Previews **▲100%**

Reach September 8 - September 14

3,173 People Reached **▲864%**

Videos September 8 - September 14

1,891 Total Video Views **▲1,850%**

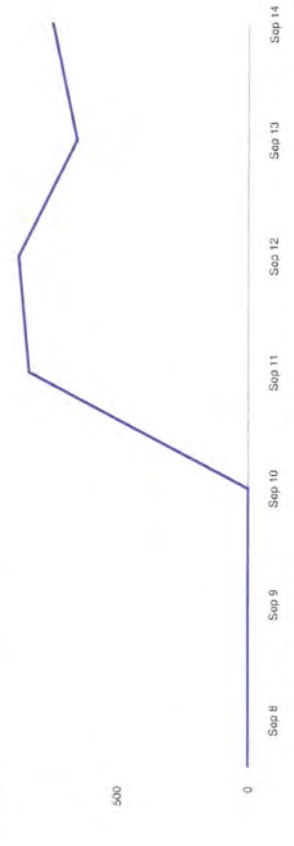
Recommendations September 8 - September 14

3.1K Minutes Viewed

2.2K 3-Second Video Views **▲110000%** from previous 7 days

3,127 Minutes Viewed **0** Previous Period

TOP POST





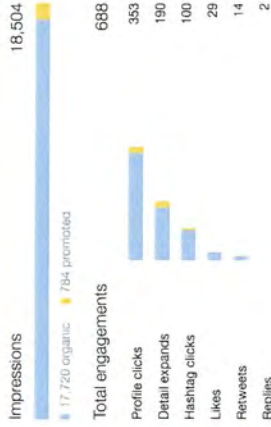
Your Tweets earned **599.4K impressions** over this **28 day** period



SCETV @SCETV
We're standing by for a #HurricaneFlorence update. We expect it to begin any minute.

Promote your Tweet
Your Tweet has 18,504 total impressions so far. Get more impressions on this Tweet!

Promote your Tweet



28 day summary with change over previous period



New Followers



SCETV's current follower audience size is 9,490. That's 714 more than the same time a month ago. SCETV's Twitter earned around 24 new followers each day. The current following is 42% male, and 58% female.

TOP TWEETS

Top mention earned 1,857 engagements



SC Governor Press
@scgovernorpress · Sep 12

Governor Henry McMaster will hold a media briefing with state emergency response officials today, Wednesday, September 12 at 2:30 PM. The governor will update the public on Hurricane Florence's potential impact to South Carolina. Watch live via [@SCETV \(scetv.org\)](https://www.scetv.org)

17 13.5k 45

View Tweet

Top media Tweet earned 12.2K impressions

Our own [@GavinJackson](https://twitter.com/GavinJackson) gives [#florencupdate](https://twitter.com/hari_a). See it tonight at 6:00 on [@NewsHour](https://twitter.com/NewsHour). pic.twitter.com/R4Mdqgzv8N



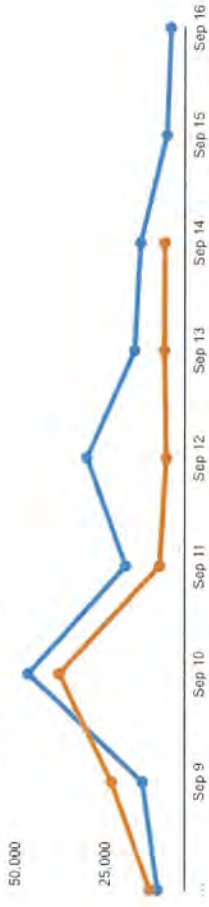
3 3 12



Hurricane Florence occurred almost one year after Hurricane Irma, which occurred about one year after Hurricane Matthew. Matthew and the Historic Flood were the first weather events in the last few years that brought major growth to SCETV and South Carolina Public Radio's digital assets, and it was after Matthew and the 2015 Flood, that the network created a streamlined workflow, which has been expanded on with Facebook Live and Periscope. This has only increased our brand recognition and reliability, which is reflected in how users use SCETV in times of emergency.

SCETV.ORG

Sep 8, 2018 - Sep 16, 2018: Sessions
Sep 6, 2017 - Sep 12, 2017: Sessions



Florence vs. Irma

In looking at total traffic to SCETV.org during these weather events:

SESSIONS

Sessions

FLORENCE 140,994

USERS

Users

99,625

Sessions

IRMA 88,319

Sessions

88,319

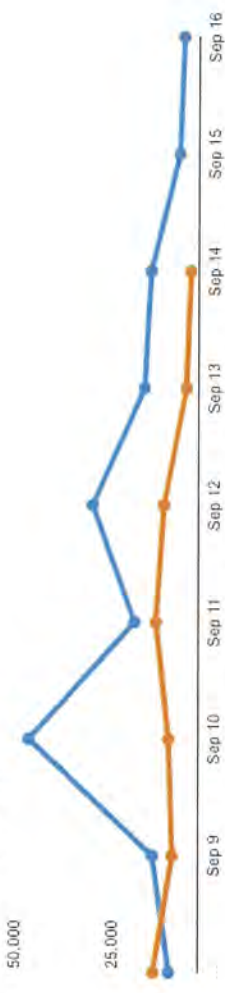
Sessions

MATTHEW 51,103

Sessions

51,103

Sep 8, 2018 - Sep 16, 2018: Sessions
Oct 5, 2016 - Oct 11, 2016: Sessions



Florence vs. Matthew

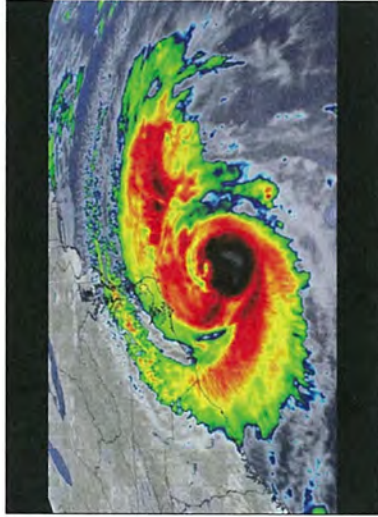
- New and Returning users came to SCETV in larger numbers during Hurricane Irma than during Hurricane Matthew.
- It is important that users stayed on the website for more pages during Irma. NPR released in an analytics webinar that one additional link click means users are 2 times (2x) as likely to come back.
- Less users came to the homepage this year than during Hurricane Matthew. This combined with low bounce rate and the fact that most users came to SCETV via direct link or search, suggests that users knew what they were looking for and found it when they came to our site.



southcarolinaetv
 • South Carolina Emergency Managem...
 southcarolinaetv Governor Henry McMaster addressed the public in a press conference from South Carolina's Emergency Management Division at 2:30 p.m. on Sept. 8. The South Carolina Public Radio will be broadcasting all press conferences related to Hurricane Florence. Follow the link in our bio to our Emergency Weather page to stay up to date on all developments related to the storm.
 #hurricaneflorence #hurricaneflorence #scemdm #southcarolina #hurricane #disasterpreparation

30 likes
 3 DAYS AGO
 Add a comment...

558 impressions
 30 likes



southcarolinaetv
 • Columbia, South Carolina
 southcarolinaetv Join South Carolina ETV today at 10:15 a.m. for an in-depth Facebook Live designed to bring you more insight into the hurricane and potential impact to South Carolina. Join the conversation on South Carolina ETV's Facebook page and create a notification so you always know when the next Facebook Live event is taking place. It's more detail and insight from SCETV today at 10:15 a.m.
 26 likes
 3 DAYS AGO
 Add a comment...

26 likes
 3 DAYS AGO
 Add a comment...

555 impressions
 26 likes

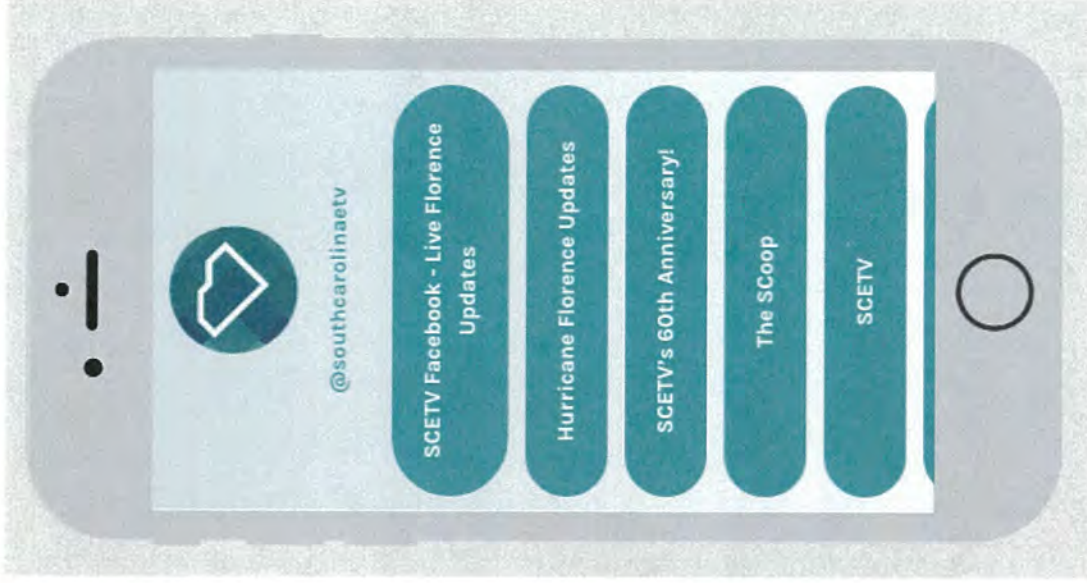


southcarolinaetv
 • Columbia, South Carolina
 southcarolinaetv As Hurricane Florence approaches the Carolina coastline, South Carolinians are preparing and evacuating. South Carolina's Emergency Management Division (SCEMD) advises having an emergency kit ready whether you are traveling to stay with friend and family, going to a shelter, or staying at home where there could be power outages and other damage. There is still time to prepare. Hurricane season is
 185 views
 2 DAYS AGO
 Add a comment...

185 views
 2 DAYS AGO
 Add a comment...

622 impressions
 21 likes, 185 views

There were **89 profile visits** in the past 8 days, **1,100 accounts reached**, **3,737 impressions**, and **27 new followers**.



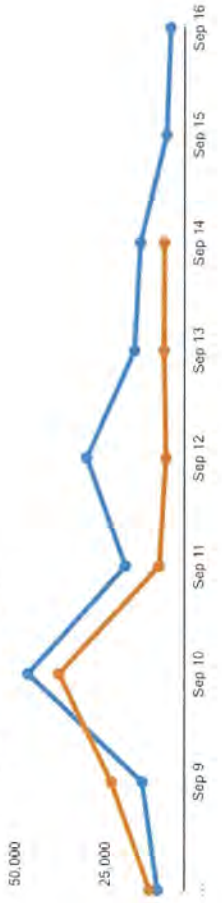
SCETV's dedicated Hurricane page was added to the SCETV Instagram Linktree. There were **3 click-throughs to the page**.



Hurricane Florence occurred almost one year after Hurricane Irma, which occurred about one year after Hurricane Matthew. Matthew and the Historic Flood were the first weather events in the last few years that brought major growth to SCETV and South Carolina Public Radio's digital assets, and it was after Matthew and the 2015 Flood, that the network created a streamlined workflow, which has been expanded on YouTube, Facebook Live and Periscope. This has only increased our brand recognition and reliability, which is reflected in how users use SCETV in times of emergency.

SCETV.ORG

Sep 8, 2018 - Sep 16, 2018: Sessions
Sep 6, 2017 - Sep 12, 2017: Sessions

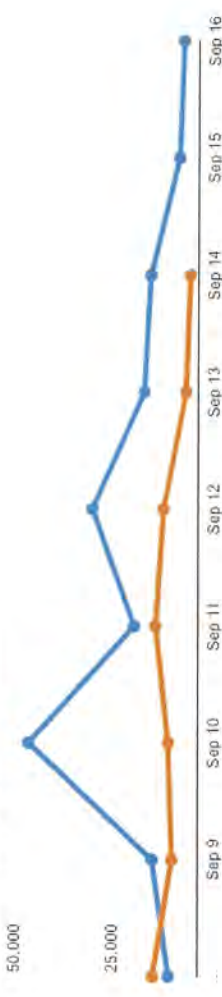


Florence vs. Irma

In looking at total traffic to SCETV.org during these weather events:

	SESSIONS	USERS	NEW USERS	PAGEVIEWS	AVG. SESSION DURATION
FLORENCE	Sessions 140,994 +59.64%	Users 99,625 +57.94%	New Users 96,461 +58.02%	Pageviews 235,673 -27.32%	Avg. Session Duration 00:02:30 -30.34%
IRMA	Sessions 88,319 +175.90%	Users 63,528 +169.40%	New Users 61,042 +189.46%	Pageviews 324,283 +154.84%	Avg. Session Duration 00:03:36 +13.36%
MATTHEW	Sessions 51,103	Users 36,670	New Users 33,324	Pageviews 92,477	Avg. Session Duration 00:02:12

Sep 8, 2018 - Sep 16, 2018: Sessions
Oct 5, 2016 - Oct 11, 2016: Sessions



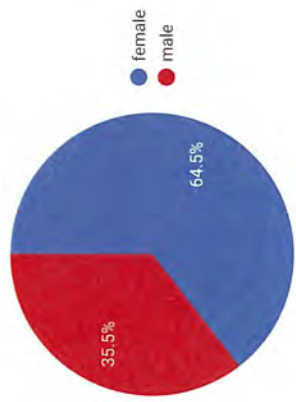
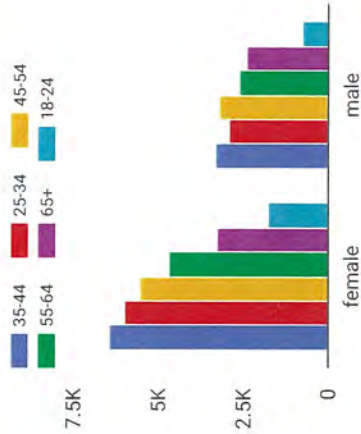
Florence vs. Matthew

- Percent changes are calculated between **Florence and Irma** and **Florence and Matthew**.
- New and Returning users came to SCETV in **larger numbers** during Hurricane Florence than both Hurricane Irma and Hurricane Matthew.
- Irma actually had more press conferences with more widespread impacts, so it is important to note that Hurricane Florence saw mostly higher comparative metrics. Sessions are considered more important than pageviews, so it is more important that **sessions increased from Irma to Florence**.



SCETV.ORG

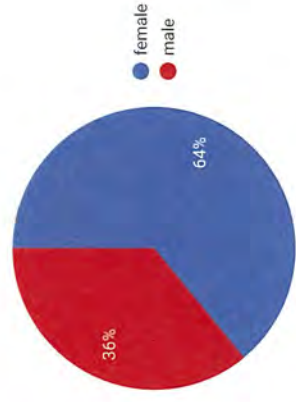
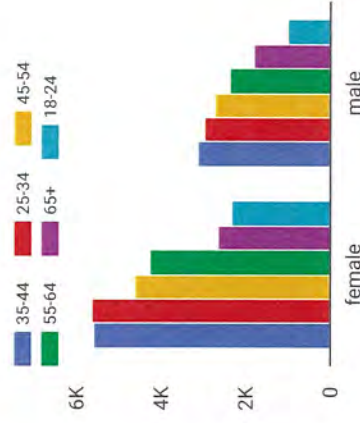
City	Sessions
1. Hilton Head Island	12,853
2. Charlotte	12,839
3. Bluffton	10,744
4. Charleston	5,027
5. Columbia	4,865
6. Beaufort	4,828
7. Edinburg	4,171
8. Raleigh	3,886



FLORENCE

More women 35-44, closely followed by women 25-34

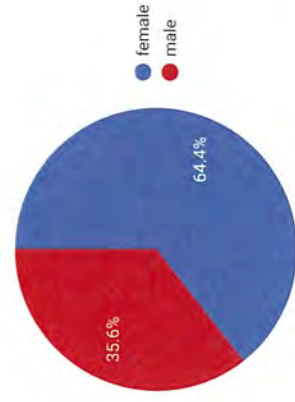
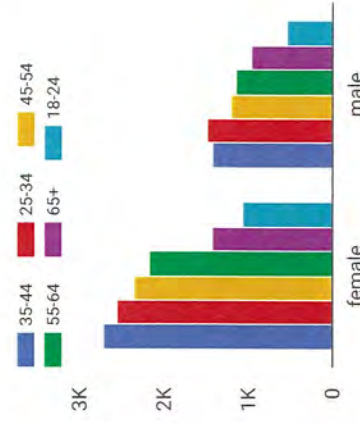
City	Sessions
1. Charlotte	9,962
2. Bluffton	4,746
3. Hilton Head Island	4,488
4. Charleston	4,457
5. Columbia	4,116
6. Mount Pleasant	3,332
7. Atlanta	3,307
8. Beaufort	2,519



IRMA

More women 25-34, very closely followed by women 35-44

City	Sessions
1. Atlanta	3,293
2. Charlotte	2,873
3. Nashville	2,221
4. Columbia	1,693
5. Charleston	809
6. Raleigh	782
7. Lexington	634
8. New York	590



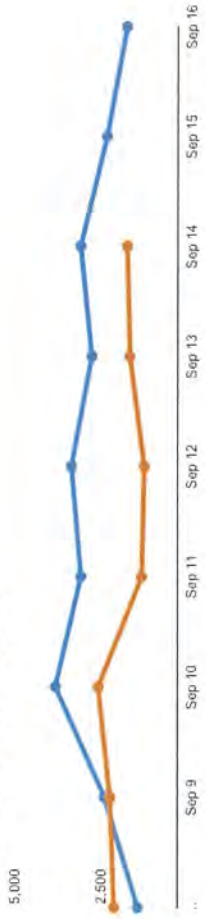
MATTHEW

More women 35-44, closely followed by women 25-34



SOUTH CAROLINA PUBLIC RADIO.ORG

Sep 8, 2018 - Sep 16, 2018: Sessions
Sep 6, 2017 - Sep 12, 2017: Sessions

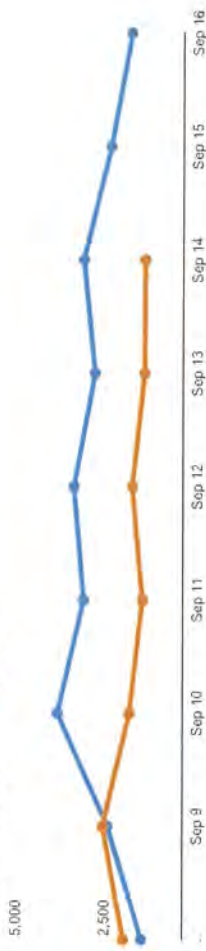


Florence vs. Irma

In looking at total traffic to SCETV.org during these weather events:

	SESSIONS	USERS	NEW USERS	PAGEVIEWS	AVG. SESSION DURATION
FLORENCE	Sessions 21,373 +95.80%	Users 14,495 +124.77%	New Users 12,583 +156.38%	Pageviews 39,464 +46.28%	Avg. Session Duration 00:01:31 -25.22%
IRMA	Sessions 10,916 +110.65%	Users 6,479 +101.04%	New Users 4,908 +101.59%	Pageviews 26,979 +106.79%	Avg. Session Duration 00:02:02 -35.05%
MATTHEW	Sessions 10,146	Sessions 10,146	New Users 6,242	Pageviews 19,084	Avg. Session Duration 00:02:21

Sep 8, 2018 - Sep 16, 2018: Sessions
Oct 5, 2016 - Oct 11, 2016: Sessions



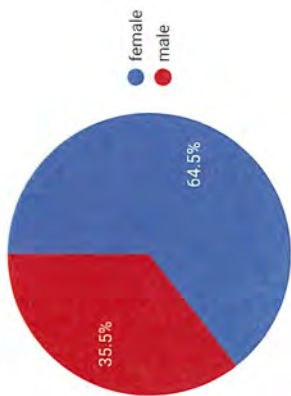
Florence vs. Matthew

- Percent changes are calculated between **Florence and Irma** and **Florence and Matthew**.
- New and Returning users came to SCETV in **larger numbers** during Hurricane Florence than both Hurricane Irma and Hurricane Matthew.
- Irma was actually a slightly longer weather event with more widespread impacts, so it is important to note that Hurricane Florence saw mostly higher comparative metrics. Sessions are considered more important than pageviews, so it is more important that **sessions increased from Irma to Florence**.



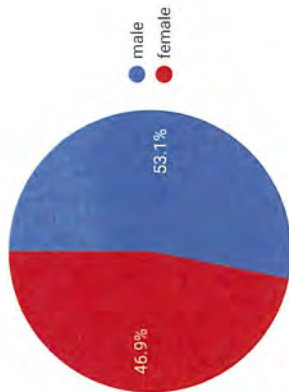
SCETV.ORG

FLORENCE



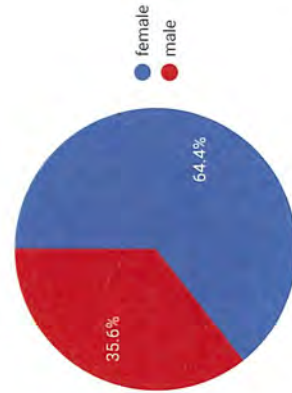
More women 55-64, closely followed by women 54-54

IRMA

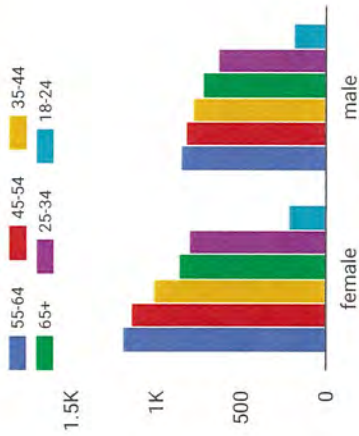


More men 35-44, closely followed by men 55-64

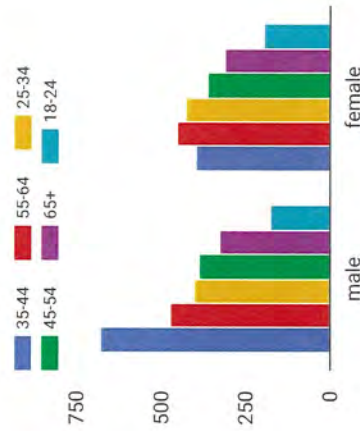
MATTHEW



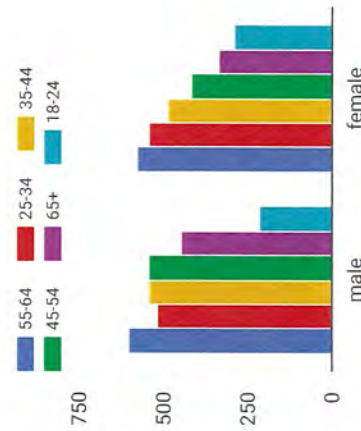
More men 55-64, closely followed by women 54-64



City	Sessions
1. Charlotte	1,627
2. Columbia	1,581
3. Atlanta	1,164
4. Charleston	949
5. Nashville	744
6. (not set)	498
7. Greenville	426
8. Bluffton	398



City	Sessions
1. Columbia	998
2. Charlotte	969
3. Charleston	678
4. Atlanta	472
5. Mount Pleasant	303
6. Nashville	277
7. Greenville	262
8. Oslo Municipality	232



City	Sessions
1. Columbia	625
2. Atlanta	535
3. Charlotte	434
4. Nashville	373
5. Charleston	342
6. Greenville	208
7. New York	152
8. (not set)	146

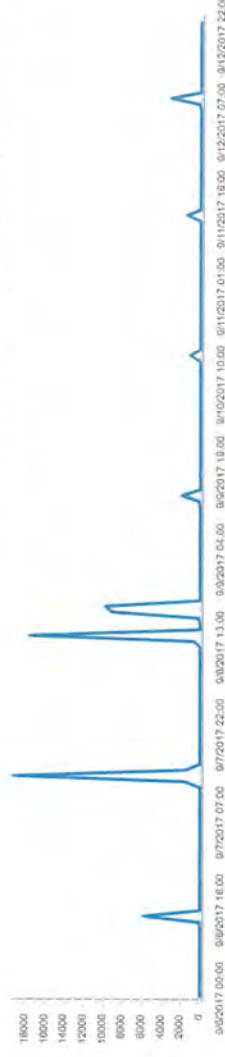


KALTURA - LIVE STREAMING

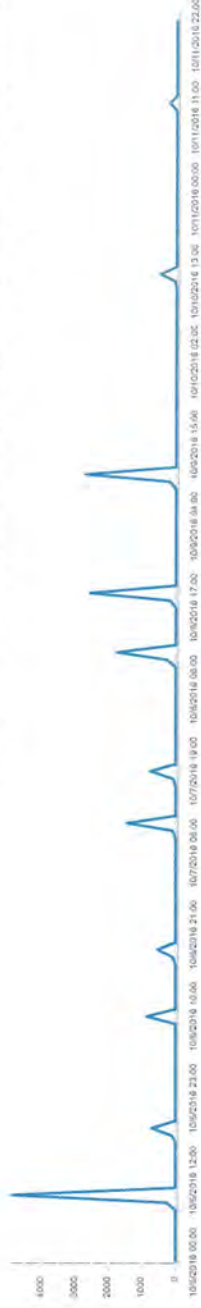
Florence Press Conferences were played Live 70,731 times



Irma Press Conferences were played Live 73,562 times



Matthew Press Conferences were played Live 18,272 times



- Florence conferences were played live **70,731 times** and Irma conferences were played live **73,562 times (-3.84%)** compared to Matthew's **18,272 times (+287.10%)**.
- When looking at individual entries, it is evident how exponential live streaming growth has been. The most viewed live conference during Florence saw **25,954 plays** compared to the most viewed conference Irma saw was **19,311 plays (+34.40%)**, compared to Matthew's most viewed conference **4,904 plays (+429.24%)**.
- The most viewed archived play during Florence had **3,778 plays**, Irma's had **4,483 plays (-15.72%)**, as opposed to Matthew's **4,007 plays (-5.71%)**.

• It was **during Florence** that **SCE TV and South Carolina Public Radio** live streamed conferences on **Facebook and Periscope**, which had significant views. Florence's most viewed live entry on the website was still higher than Irma and Matthew, but as seen in previous pages, **significant number of people were watching on social media live for the first time**.



YOUTUBE

Florence Videos vs. Irma Videos



South Carolina ETV
Created: Feb 2, 2011 · Videos: 2,301



Sep 8, 2018 - Sep 16, 2018



South Carolina ETV
Created: Feb 2, 2011 · Videos: 2,301



Sep 6, 2017 - Sep 12, 2017

Watch time (minutes)
Minutes

917,763 Florence
807,887 Irma

+13.60%



Average view duration
Minutes

7:45 Florence
6:53 Irma

+103.39%



Views

118,272 Florence
117,284 Irma

+0.84%



Your estimated revenue

\$0.00 Florence
\$0.00 Irma

+101.32%

612 Likes Florence
304 Likes Irma



+19.17%

771 Shares Florence
647 Shares Irma



+113.79%

434 Videos in playlists Florence
203 Videos in playlists Irma



+36.86%

323 Subscribers Florence
236 Subscribers Irma



Florence's top video had 26,576 views compared to Irma's top with 29,364 views (-9.49%) and Matthew's top with 11,386 views (+133.41%).



YOUTUBE

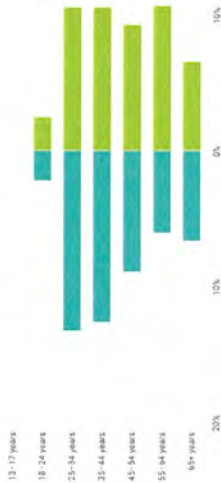
FLORENCE

Gender Views

Male (57%) Female (43%)



Male Female



Top geographies for United States

Watch time

North Carolina (16%) South Carolina (15%) Florida (8.2%) Georgia (6.5%) Virginia (6.1%)



Slightly more male users, 25-34. Mostly in North Carolina followed by South Carolina.

IRMA

Gender Views

Male (61%) Female (39%)



Male Female



Top geographies for United States

Watch time

Florida (17%) South Carolina (13%) North Carolina (7.3%) California (7.2%) Georgia (6.2%)



More male users, 25-34. Mostly in Florida followed by South Carolina.

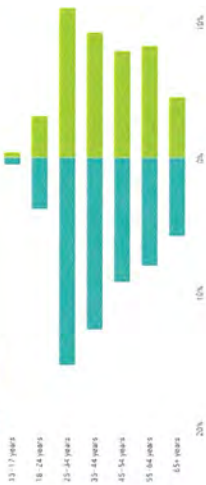
MATTHEW

Gender Views

Male (50%) Female (50%)



Male Female



Top geographies for United States

Watch time

South Carolina (26%) Georgia (15%) North Carolina (12%) Florida (9.6%) Tennessee (4.3%)



More male users, 25-34. Mostly in South Carolina.

TECHNOLOGY TRAINING

FREE ENGAGING & ROBUST,
PD DESIGNED FOR
SOUTH CAROLINA
EDUCATORS

Brought to you by...

 etveducation



Understanding how to effectively incorporate technology into the classroom is a critical component for educational success – that’s why South Carolina ETV provides FREE professional development on a number of educational technology topics. Sessions are customized to meet the needs of teachers, pre-service teachers, staff, and administrators across the state.

Participants are engaged in sessions by expert trainers from ETV on a wide variety of topics.

DIVERSE TOPICS:

Workshops are available on a wide range of educational technology topics including ETV resources, Google Classrooms, coding, useful Web tools, QR codes, blended learning, and tools for creating instructional videos.

CUSTOMIZED SESSIONS:

Trainers will offer consultation to ensure each session meets the desired outcomes. The length, time of day, and content can be tailored to the intended audience.

ENGAGING FORMATS:

Even the most basic informational sessions are designed to be interactive for the audience.

PRE-SERVICE TEACHER TRAINING:

Sessions are available to equip pre-service teachers with educational technology skills necessary to be successful in the classroom.



Training Highlights:

- Nearly 11,000 teachers, administrators, and staff participated in training over the past two years.
- Addition of new topics including an introduction to coding, augmented and virtual reality.

SCETV Resources for the Classroom

SCETV offers a wealth of free resources for educators: Knowitall.org, SC's PBS LearningMedia.org, PBS Kids, and our new site, LearningWhy.org. SCETV also offers a large selection of recertification opportunities. This workshop provides an introduction to those resources.

Change Your Reality: What is Augmented and Virtual Reality?

Let us introduce you to Augmented and Virtual Reality resources designed for education that are free and easy to use. After a brief explanation, participants will be able to visit stations so they can experience some of the AR/VR resources available for use in their classrooms.

Coding with PBS Kids and Scratch Jr.

Learn how to creatively code using PBS KIDS & ScratchJR. Children can create their own interactive stories, games, and animations by snapping together colorful programming blocks to make their favorite characters move, jump, dance, and sing. This workshop is designed to promote creativity, engagement and success.

Google Forms (Basic, Intermediate, or Advanced)

Did you know that Google Forms can do more than just collect data? We can create a customized workshop that review basic features or allows teachers to create interactive lessons using Google Forms.

Tools, Tools and More Tools (Webtools, That Is)

Trainers will share their favorite webtools. Some old, some new and some with a twist on how to integrate them into your lessons. (Different webtools highlighted depending on grade level and/or subject.)

Blended Learning

As classrooms move to a 1:1 environment, it changes the way instruction is delivered. Let ETV show you free tools available for teachers to use whether they are 1:1 already or are moving in that direction. We will explore tools for assessment, flipping the classroom, and communicating with students and parents. (This session incorporates a little of each of the other sessions listed.)

Beyond Kahoot! - Assessment Tools on the Web

There are many types of assessment tools available on the web. Most teachers have "played" or used Kahoot! but there are lots of other tools out there: Quizizz, Plickers, Quizlet Live, Google Forms, and more. Come explore these resources with us.

Creating Instructional Videos

There are thousands of pre-made instructional videos out there but nothing is more effective than videos created by the teacher. Don't think you have time for that? Discover some easy ways to create instructional videos with no editing involved using your phone, iPad, Google apps and webtools.

Make Life Easier with Google Extensions

Google extensions can make living in the "Google World" easier for teachers. I'll share some of my favorites and give you access to a list of others to explore.

iPads in the Classroom

Whether each student has their own iPad or there is just one available in the classroom, there are lots of free apps the teacher and the students can use to create multimedia projects. Teachers will have hands-on experience with many free iPad apps such as Tellagami, Sock Puppets, Shadow Puppets EDU, Photo Speak and many more.

The Power of QR Codes

You have seen QR Codes everywhere; why not use them in your classroom? We will share how to create them, scan them and the many uses of QR Codes in schools.



PD FOR PASSIONATE EDUCATORS

Brought to you by...



We know free time is hard to find when you're a teacher – that's why PBS and South Carolina ETV have created flexible professional development courses you can access on the go. These research-based, online learning experiences are built to help you earn recertification, expand your current knowledge, and bring practical teaching strategies into your classroom.

Each course from PBS TeacherLine has been designed to offer you a best-in-class learning experience.

FLEXIBLE:

15-30-45-hour courses help you meet PD requirements on your own time.

LED BY EXPERTS:

Course facilitators are highly qualified teachers with years of classroom experience and deep content area knowledge.

COLLABORATIVE:

Small class sizes enable learners to share and learn from one another.

BUILT WITH TRUSTED CONTENT:

Courses developed by PBS and with leading organizations like the National Board for Professional Teaching Standards.

ELIGIBLE FOR CREDIT:

For an additional cost, graduate credit is available for most facilitated courses through seven institutions of higher education.



2017-18 Highlights:

- Additional courses approved for Read to Succeed.
- Approximately 1,000 educators completed at least one of 75 courses offered during the year.

Teacherlinesoutheast.org | teacherline@scetv.org

Reading

COURSE TITLE	GRADE	HOURS	PRICE*	START DATES
SOUTH CAROLINA READ TO SUCCEED APPROVED COURSE				
RDLA152 An Introduction to Underlying Principles and Research for Effective Literacy Instruction	K-8	45	\$300	2018: 7/18, 8/15, 9/12, 10/10, 11/7 2019: 1/16, 2/13, 3/13, 4/17, 5/15, 6/12
RDLA272 Vocabulary as a Foundation for Learning	PK-3	45	\$300	2018: 7/18, 9/12, 10/10 2019: 1/16, 2/13, 3/13, 4/17, 6/12
RDLA257 Phonemic Awareness & Phonics: A Window Into Exemplary Instruction	K-3	45	\$300	2018: 7/18, 8/15, 9/12, 10/10, 12/5 2019: 1/16, 2/13, 3/13, 4/17, 5/15, 6/12
RDLA267 Teaching Phonics & Spelling for Beginning and Transitional Readers, Second Edition	K-3	45	\$300	2018: 7/18, 9/12, 10/10 2019: 1/16, 2/13, 3/13, 4/17, 6/12
RDLA195 Teaching Reading Fluency	2-5	30	\$225	2018: 7/18, 10/10 2019: 2/13, 4/17
RDLA235 Teaching Lifelong Reading Habits	K-12	30	\$225	2018: 9/12 2019: 1/16, 3/13, 6/12
RDLA340 Teaching Reading in the Content Areas	3-12	30	\$225	2018: 10/10 2019: 2/13, 4/17
RDLA192 Improving Reading Comprehension	4-6	45	\$300	2018: 9/12 2019: 1/16, 3/13, 6/12
RDLA051 Raising Readers: Preparing Preschoolers for Success	PK-K	15	\$125	2018: 10/10 2019: 2/13, 4/17

Math

COURSE TITLE	GRADE	HOURS	PRICE*	START DATES
MATH330 Differentiating Math Lessons for a Range of Learners	K-8	30	\$225	2018: 9/12, 11/7 2019: 1/16, 3/13, 4/17, 6/12
MATH522 Teaching Math (Grades K-2)	K-2	45	\$300	2018: 10/10 2019: 2/13, 4/17
MATH270 Developing Algebraic Thinking	3-5	30	\$225	2018: 8/15, 12/5
MATH512 Achieving Learning Goals through Accomplished Math Instruction	6-12	45	\$300	2019: 5/15
MATH517 Guiding Student Learning through Accomplished Math Instruction	6-12	45	\$300	2019: 5/15

Instructional Strategies

COURSE TITLE	GRADE	HOURS	PRICE*	START DATES
INST342 Teaching with Primary Sources from the Library of Congress	3-12	45	\$300	2018: 7/18, 10/10 2019: 2/13, 4/17

Instructional Technologies

COURSE TITLE	GRADE	HOURS	PRICE*	START DATES
TECH195 Graphic Organizers for 21st Century Learning	K-12	30	\$225	2018: 9/12 2019: 1/16, 3/13, 6/12
TECH522 Online Facilitator Training I: Mastering the Skills of Online Teaching	K-12	45	\$480	2018: 7/18
TECH570 Fundamentals of Virtual K-12 Teaching	K-12	45	\$480	2018: 9/12 2019: 1/16, 5/15, 6/12

Science

COURSE TITLE	GRADE	HOURS	PRICE*	START DATES
SCIE611 Teaching Animal Adaptations in the Inquiry-Based Classroom	K-2	15	\$150	2018: 9/12
SCIE207 A Curiosity-Driven Approach to Teaching K-2 Science	K-2	45	\$300	2019: 1/16, 3/13, 6/12, 10/10
SCIE602 Accomplished Science Teaching: Building Student Understanding	K-12	45	\$300	2018: 8/15, 11/7
SCIE607 Accomplished Science Teaching: Letting Science Lead	K-12	45	\$300	2018: 12/5 2019: 5/15
SCIE609 Accomplished Science Teaching: Guiding Student Learning	K-12	45	\$300	2018: 8/15

Visit teacherlinesoutheast.org, call 1-800-277-0829 or email teacherline@scetv.org for local PD support.

*Course price does not include fee for graduate credit which is available for this course at an additional cost (RDLA051 is not eligible for graduate credit). Graduate credit is only available for facilitated courses.



PARTNER CONTENT + ETV SERVICES

scetv.org/education/public-service-training

ETV Education serves South Carolina's public safety community and state government agencies by providing development and hosting services for essential online training and recertification programs.

Online course and training development * LMS hosting
Software Simulations * Video Demonstrations
Interactive video * Virtual Reality Interactions
Learning Interactions * Assessment

PARTNERS

- South Carolina Criminal Justice Academy
- SC Law Enforcement Division (SLED)
- SC Administration Division of Technology Operations
- SC Public Services Commission

COLLABORATIONS

- ✓ SC Admin DTO Free public safety interoperable communications courses
- ✓ SCCJA and SLED Constable recertification courses and training
- ✓ SC Public Services Commission Docket Management System Training

Wi-Fi Initiative

FREE WIRELESS
BROADBAND SERVICES
AVAILABLE TO ELIGIBLE
SOUTH CAROLINA SITES

Brought to you by...
 **etveducation**
And SPRINT



South Carolina ETV and Sprint have worked collaboratively to provide free wireless broadband service to eligible sites across the state. With a focus on early care and education, partners for this initiative include South Carolina Head Start, First Steps, and the South Carolina Afterschool Alliance.

Eligible centers within Sprint's LTE (4G) and 3G service area have access to multiple FREE resources.

WIRELESS BROADBAND:

Wireless broadband is available through a contractual agreement with the Sprint Corporation.

TRAINING OPPORTUNITIES:

Training is available for parents, students, and teachers on a variety of topics including equipment use, parental involvement, ETV resources, and technology training.

ANALYTICS AND SECURITY:

Reporting and cloud security is available for each device.

ACCESS TO ETV CONTENT:

Centers receive devices bundled with premium PreK-12 educational content from ETV and PBS.

EARLY CHILDHOOD CREDENTIALS:

Early Childhood professionals can participate in training to receive credentials recognized by the SC Center for Childcare Career Development.



2017-18 Highlights:

- Wi-Fi Services to 257 centers and programs, many in rural and remote areas of the state
- Robust training offered to approximately 700 parents, students, and teachers

etveducation@scetv.org | 1.800.277.3245

EDUCATION PRODUCTION

PRODUCTION ASSISTANCE
TO PARTNERS ACROSS THE
STATE

Brought to you by...



Creating quality educational content is at the core of South Carolina ETV's mission. That's why the Education Division works closely with multiple partners across the state to capture and produce content. Production events are recorded for playback and are also streamed live as needed.

ETV Education works with a number of partners on a variety of production projects.

SC ASSOCIATION OF SCHOOL ADMINISTRATORS

Production announcing Palmetto's Finest Schools and support for the Innovative Ideas Institute

SC FOUNDATION FOR EDUCATIONAL LEADERSHIP

Production capturing the annual gala celebrating *Distinguished South Carolina Public School Graduate* and induction of honorees in the *South Carolina Educator Hall of Fame*.

AMERICAN BOARD OF TRIAL ADVOCATES:

Production of the annual *James Otis Lecture Series* commemorating Constitution Day. This production is streamed live to all schools across the state.

SPECIAL OLYMPICS SOUTH CAROLINA:

Production supporting the annual rally on the lawn of the State House. This production is streamed live to schools that are unable to attend.



Carolina Classrooms

- Carolina Classrooms, produced four times each year by the Education division, features stories and discussions related to trending education topics in South Carolina.

scetv.org/education | 1.800.277.3245



**SOUTH CAROLINA
public radio**

JULY 2017-JUNE 2018 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



LearningWhy allows teachers to share projects

SCETV's new service LearningWhy is a unique pre-K-12 lesson plan educational content website designed for South Carolina educators. LearningWhy lessons, personalized for students with tablets, laptops and even phones, can be Project-Based Learning (PBL), 1:1, or traditional, and can contain all of the components a teacher needs to facilitate a classroom lesson aligned to state curriculum standards.

SCETV launches new 24/7 channel for children

South Carolina ETV launched a new channel Tuesday, August 29. SCETV PBS KIDS is a 24/7 channel for children that is available via antenna in the .4 position. After the broadcast premiere, it also launched online at scetv.org/kids. Featuring the #1 PBS Kids program *Daniel Tiger's Neighborhood*, the channel also features *Smart Cat*, *Wild Kratts*, *Sesame Street* and brings back favorites such as *Clifford the Big Red Dog*, *Calliou*, *WordGirl*, and *Word World*. The channel offers a different schedule from SCETV's main channel, and the streaming version will eventually offer interactive games and features. SCETV PBS KIDS will also be available on select cable services as ETVK, and as part of various mobile-friendly apps and services, including the SCETV app, PBSkids.org, the PBS KIDS video app, Roku, and Apple TV.

According to Nielsen, PBS stations reach more kids aged 2-5, more moms with children under 6 years old and more children from low-income families than any other kids TV network. PBS KIDS is the leader in desktop streaming video, with pbskids.org placing first in the kids' category for total video views and minutes spent. Nielsen also says live TV is by far the most popular way to view content for children ages 2-11.



South Carolina ETV and SC Public Radio



Telehealth blogs and videos introduce a new option for seeking medical guidance

Through the human stories of patients, families, clinicians and others, SCETV, in collaboration with the South Carolina Telehealth Alliance, will carefully dissect the complexities of telehealth, which uses technology to bridge the physical gaps between caregivers and patients.

The goal of each story is to elevate public understanding and knowledge of telehealth and its diverse services in South Carolina. The stories are presented as blogs and video features.

The clinical opportunities within telehealth provide many positive impacts that include better health

outcomes, more immediate treatments, economic benefits, and access to specialized care and consultation.

The range of stories include an app for a pediatric burn victim to share his progress to caregivers miles away using hi-resolution photos from his smartphone (pictured), a nursing home resident who visits her doctor via video conferencing, and “smart exams” available online from local hospitals.

In addition to presenting stories online, the video telehealth stories are often shown around popular public television broadcasts and feature stories inside local news programs.

The ETV Endowment, the separate, not-for profit group that supports SCETV and SC Public Radio programming, celebrated its 40th anniversary in October of 2017.

In 1977, Henry Cauthen, President of SCETV, alongside Nella Gray Barkley, the first manager of the Spoleto Festival USA, set out to found an organization to manage the production costs of SCETV that the state budget didn't cover. Annual ETV Endowment memberships were available in two categories: Associate at \$10 and Patron at \$25. The Endowment finished the 1st year with a membership total of \$10,342.

For fiscal year 2017, the ETV Endowment received 120,481 contribution, with an average gift of \$145. There are 450 donors who give at least \$1,000 a year, and 8,828 Sustaining Stars who contribute using automatic renewal. The Endowment has received the four-out-of-four star rating from Charity Navigator for a sixth year in a row.



S.C.'s Solar Eclipse Center of National TV Broadcast

South Carolina ETV's coverage of the 2017 solar eclipse was carried live as a nationwide broadcast. Over 65% of public television's World channels carried the one-hour telecast live August 21st from 2:30-3:30 p.m. as the eclipse passed above the state before moving over the Atlantic Ocean. A live stream was also available nationwide.

Using locations from around the state, including live footage from the SC State Museum's telescope, Charleston, the Columbia Fireflies' stadium, and the South Carolina Botanical

Garden at Clemson University, the SCETV coverage was also used that evening in a national PBS program recapping the day's events. Astronaut and SC native Charles Duke also appeared on the program.

Locally, SC Public Radio's "narration" from experts was popular during the live event as people tuned in from cars and boats using broadcast and the SCETV app. The TV broadcast, in addition to its live 2:30 p.m. slot, was rebroadcast that night prior to the national NOVA eclipse special at 9:00 p.m.

Reel South, the southeast documentary series presented nationally by South Carolina ETV and UNC-TV, premiered its third season. The 10-episode season featured independent films on diverse, personal stories, including the story of a legendary juke joint, local zoo keepers, a wheelchair-bound mayoral candidate/stand-up comedian, a Southern Belle who became the First Lady of Costa Rica, a blind drag racer, and families facing the right to die, deportation, and marriage equality. Darius Rucker is again series host.



South Carolina ETV and SC Public Radio



Conductor Mikhail Pletnov (l) with Gordon Getty at the rehearsal for "Joan and the Bells" in Moscow. Photo: Peter Rosen Productions.

A Brilliant Composer; An Extraordinary Life

Gordon Getty: There Will Be Music, a new one-hour documentary produced and directed by award-winning filmmaker Peter Rosen, premiered on public television stations in fall 2017 as a SCETV national presentation. **Gordon Getty: There Will Be Music**, introduces audiences to the iconoclastic composer – and the scion of one of America’s most fabled families – who has defied expectations and earned acclaim and acceptance in the rarefied world of classical music.

The son of oil billionaire J. Paul Getty, once the richest man in America, Gordon Getty’s upbringing was anything but usual. As Gordon freely admits, the senior Getty was probably the inspiration for Scrooge McDuck; he was so frugal that he installed a pay phone in his mansion for the use of visitors. Tough and driven, he also feared that his children would “gag on the silver spoon,” understanding that great wealth is no protection from failure and tragedy. Through interviews with friends and family members as well as archival footage, **Gordon Getty: There Will Be Music**, reveals the history of the Getty family, which has often been beset by scandal and misfortune including the notorious 1973 kidnapping of Gordon’s nephew Paul.

SCETV and SC Public Radio fans get a chance for travel that ties in with their favorite programs.

In this past year, fans of A Chef’s Life have had the chance to visit Chef Vivian Howard and her husband Ben Knight in Kinston, NC, to explore the world of A Chef’s Life. Located in eastern North Carolina, Kinston is the home of Vivian and Ben’s award-winning restaurant, Chef & the Farmer, and its sister restaurant, The Boiler Room Oyster Bar.

Listeners to Walter Edgar’s Journal traveled S.C. Revolutionary War roads with SC Public Radio host and historian Dr. Walter Edgar, exploring battle sites including Historic Brattonsville, Cowpens National Battlefield, Kings Mountain National Military Park, and more.

Expeditions watchers had Naturalist and Expeditions host Patrick McMillan, Ph.D., as their guide on an unforgettable tour of Maine, discovering all of its natural wonders.

SCETV's 2017 Emmy Winners

SCETV is proud to offer congratulations to our 2017 Emmy winners. **Remembering Charleston** (Renée Layson, Beryl Dakers, Aimee Crouch, Allen Ott, Historical/Cultural), **Expeditions** host Patrick McMillan (for On-Camera Talent, a co-production with Clemson University), and our SCETV Presents winners Tim Fennell, Mark Bryan, and Ashley Flowers of Chucktown Music Group for **Live at the Charleston Music Hall** (Arts/Entertainment).

Remembering Charleston was taped in the sanctuary of the historic Mother Emanuel AME Church, almost one year after our state and country were shocked by the nine tragic murders. In this special **Palmetto Scene**, host Beryl Dakers talks with members of the church and community about healing and forgiveness.

Expeditions, a co-production with Clemson University, is hosted by naturalist, author, educator, and Emmy-winning host Dr. Patrick McMillan. Now in its fifth national season, the program embarks on exotic and fascinating adventures throughout North and South America to explore how and why nature exists as it does in each locale.

Live at the Charleston Music Hall is presented nationally by SCETV. Produced by the Chucktown Music Group, the program features artists in performance as well as interviews on the art and craft of their work. The national series adds 11 new episodes in 2018.



Chandler Inducted into Lowcountry Music Hall of Fame

Osei Chandler, host of SC Public Radio's **Roots Musik Karamu**, one of the longest running Caribbean music programs, was inducted into the Lowcountry Music Hall of Fame in an awards show held at the Hanahan Amphitheater. The Lowcountry Music Hall of Fame was launched two years ago to give recognition to those who have helped shape the local music scene. Chandler, above with Lorna Shelton-Beck of the Carolina Caribbean Association, has produced and hosted **Roots Musik Karamu** on SC Public Radio since 1979.

South Carolina ETV and SC Public Radio



***This Old House* Features Two Charleston Projects**

This Old House[®], the 18-time Emmy[®] Award-winning home improvement series, comes to Charleston for the second half of its 39th season with two different projects.

The first Charleston project is a brick 1840s “single house” with a separate kitchen building. Located in the historic Ansonborough neighborhood, it will be home to Scott and Kathleen, and their two teenage kids. It will require extensive renovations to capture its original beauty and to make it functional for a modern family. Work will include renovation of wood floors, plaster and medallions; connecting the kitchen house to the main house; adding a dining room and living suite; and landscaping.

The second project follows the transformation of a neglected vacation home into a full-time residence. Situated in the Cannonborough/Elliotborough neighborhood, the house is a two-story 1890s “shotgun-style” home that has belonged to the same family for generations, but has not been lived in for 10 years. Homeowner

Judith hopes to make it her year-round home, together with her wife Julia. The couple plans to bring the 2,000-square-foot property back to its former glory by restoring such historic details as pocket doors, fireplaces, two front porches, and more.

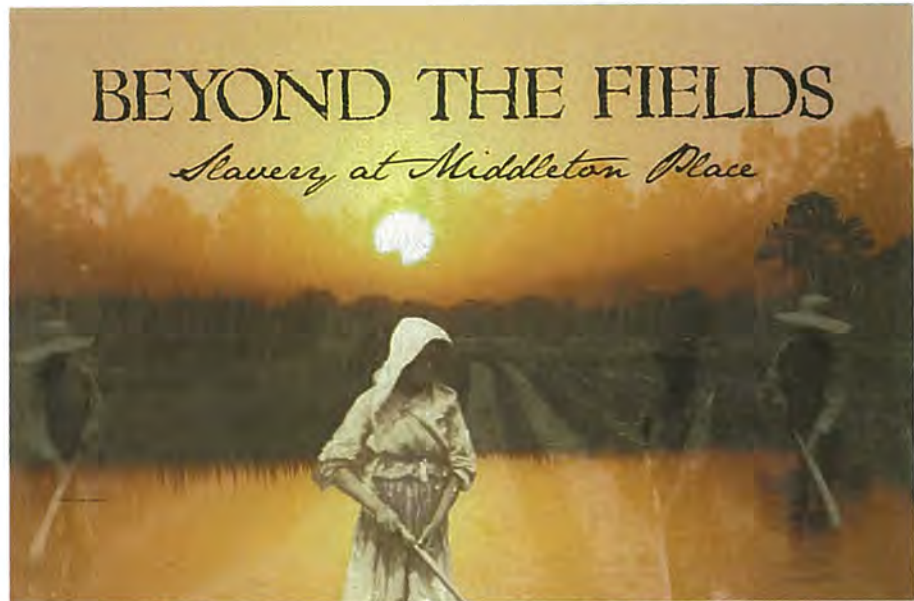
“Our team came back from Charleston just wowed by the amount of activity going on. The vitality, the care, the investment—those things are all evident,” says senior producer John Tomlin. “A lot of fine properties have received a great deal of attention, but like any city of such historical prominence, there’s a great deal more to do.”

In Charleston, the ***This Old House*** crew will be assisted by apprentices from Charleston’s American College of Building Arts (the only school in the U.S. that offers a bachelor’s degree in traditional building trades) as part of the show’s Generation NEXT initiative to encourage people to join the skilled trades.

SCETV wins AVA Digital Award for KnowItAll series *Let's Go!*

South Carolina ETV has won a Gold AVA Award for its web-based, interactive production *Let's Go!*, a part of SCETV's KnowItAll classroom site. *Let's Go!* allows students to take virtual tours of some of South Carolina's most interesting historical sites, including the SC State House, Historic Brattonsville, and The Old Exchange and Provost Dungeon.

AVA Digital Awards is an international competition that recognizes outstanding work by creative professionals involved in digital communication. It is judged by the Association of Marketing and Communication Professionals (AMCP), an international organization consisting of several thousand production, marketing, communication, advertising, public relations, and free-lance professionals.



In the complex ***Beyond the Fields: Slavery at Middleton Place***, a historic site attempts to document the lives of slaves who were left out of historical records. Middleton Place, a National Historic Landmark, located on the Ashley River outside of Charleston, South Carolina, has been engaged for decades in telling the story not just of its white owners, but also of its African American population. For many years, images of slavery by white artists have shown legions of African Americans toiling in fields of tobacco, sugar, cotton and rice. Looking beyond the fields, the Middleton Place Foundation documents and commemorates, as far as possible, the lives, families and contributions of some seven generations of people owned by

the Middleton family. The enslaved left few artifacts, personal papers or documents. In the Charleston area, even recorded oral histories are rare. Middleton family letters, plantation records, probate records, and other public documents provide only brief glimpses into the lives of the enslaved at Middleton Place. The Foundation was confronted with making visible those who had been invisible and extrapolating tangible evidence from the intangibles of their lives. This American story is told through discussions with historians, authors, researchers, preservationists, historic site interpreters and descendants of the Middletons. It's produced by Sunhead Projects and presented nationally by SCETV.

South Carolina ETV and SC Public Radio

Yoga in Practice, a new SCETV national series, encourages a daily yoga practice for the at-home student. Each episode focuses on a universal theme, such as “Courage” or “The Art of Slowing Down,” to allow the practitioner a more comprehensive practice than simply physical exercise.

Led by master instructor Stacey Millner-Collins of Columbia, each episode also includes basic beginner techniques of meditation and breathing exercises to help reduce the stress and anxiety associated with modern life.



South Carolina ETV broadcasts live daily coverage of the S.C. legislature each day of the session on the ETV World channel. Committee meetings and select Supreme Court hearings are streamed live on the station's website. A daily video blog is published recounting each day's events, and radio provides a five-minute wrap up of the entire week each Friday.

South Carolina Public Radio has added an HD Radio™ broadcast signal in the Charleston area. The HD radio service transmits a digital signal with CD quality sound, free of hiss or static. It will also display information, such as the name of the program. It allows listeners to choose between our News & Music service (89.3 HD1 FM) or our News & Talk service (89.3 HD2 FM).



Sea Change

Over the last 100 years, the Atlantic Ocean sea level has increased by 12-18 inches—a rate scientists believe will accelerate, threatening many of our nation's most valuable historic and culturally significant coastal assets. This SCETV special presents diverse perspectives on the impact of sea level rise on the Eastern Seaboard, as experienced in coastal South Carolina and Georgia. Narrator Patrick McMillan takes viewers from the sands of Hunting Island State Park to other communities along the coast, looking at immediate and long-term impacts and the efforts made to withstand nature's onslaught.

In December 2017, SCETV received a \$93,416 grant from the National Endowment for the Humanities' (NEH) Digital Projects for the Public grant program to prototype an interactive mobile application. The application, called "Reconstruction 360," will use 360-degree video and virtual reality (VR) technology to explore multiple perspectives of the legacy of Reconstruction in South Carolina. The finished project will be intended for general audiences and those curious about Reconstruction, but also for secondary and higher education classrooms.

The Orangeburg Massacre: Remembrances and Reckoning

This SCETV special commemorated the 50th anniversary of this tragic event, when police officers opened fire on the campus of S.C. State University, leaving three African-American students dead. Survivors, participants and officials share their remembrances and struggle to provide some sense of reckoning and hopes for closure. Host Beryl Dakers is joined by Congressman James Clyburn, Cleveland Sellers Jr., and others who discuss the legacy of this painful event, its impact on the families and citizens of South Carolina, and its lessons for the future of race relations in the state.

South Carolina ETV and SC Public Radio



Between the Waters is an SCETV immersive transmedia project that highlights historic Hobcaw Barony. Located near Georgetown, Hobcaw was the location of a Native American settlement and later the hunting retreat of financier Bernard Baruch. The special tells the story of Hobcaw, now preserved for education and research, in the words of those who lived there. The broadcast special is complemented by the ***Between the Waters*** website, where visitors can take a virtual tour, moving down rice canals and listening to the stories of former residents, making this a truly cross-platform undertaking. Visit the site at www.sctv.org/betweenthewaters



CAROLINA STORIES

Charlie's Place

This new SCETV documentary tells the story of an African-American nightclub in Myrtle Beach, S.C., that was a significant stop on the Chitlin' Circuit in the segregated South. From the 1930s to the 1960s, owner Charlie Fitzgerald welcomed blacks and whites to his club to hear musicians including Billie Holiday, Ray Charles, Ruth Brown and Little Richard. In 1950 Charlie's Place was attacked by the Ku Klux Klan and Charlie Fitzgerald was beaten and left for dead by the side of the road. It closed in 1965, but today efforts are being made to revitalize the neighborhood, an important example of racial diversity and black entrepreneurship.

Man and Moment: Steve Flaherty— A Voice Returned

is the story of South Carolinian Steve Flaherty, who was killed in Vietnam carrying four letters he intended to mail to his family back home. Forty-three years later, his letters became part of the first diplomatic exchange between Vietnam and the United States since the war ended.

This touching story is told through archival documents and footage, interviews with family members and artistic recreations. **Steve Flaherty - A Voice Returned** reveals the courage and commitment of just one of the thousands of U.S. soldiers who gave the ultimate sacrifice in battle.

Produced by Wade Sellers and Coalpowered Filmworks, the film is presented nationally by South Carolina ETV.



Independent Lens: Tell Them We Are Rising Community Screening Events Held

Through a collaboration between SC State, Benedict College, and Claflin University, Firelight Films and South Carolina ETV presented four screenings of the latest film from Emmy and Peabody Award-winning director, Stanley Nelson, **Tell Them We Are Rising: The Story of Black Colleges and Universities** as part of a national tour.

Screenings were followed by a panel discussion with representatives from the creative team, university leaders, and other invited guests to talk about the important issues explored in the documentary. SCETV also aired the documentary statewide.

“We’re pleased to present community screenings of this outstanding public television documentary in addition to our statewide broadcast,” said Anthony Padgett, president and CEO of South Carolina ETV. “Education is a cornerstone of our society, and to recognize people and institutions that have unceasingly advanced it is both inspiring and humbling.”

Major funding was provided by the Corporation for Public Broadcasting (CPB), as part of the public media initiative, American Graduate. Additional funding for campus tours was provided by Bank of America.

South Carolina ETV and SC Public Radio

South Carolina ETV's mission is to enrich lives by educating children, informing and connecting citizens, ensuring the security of the state, celebrating our culture and environment, and instilling the joy of learning.

LOCAL VALUE

SCETV is an integral part of S.C.'s advancement.

SCETV strives to provide educational resources for our state's children, educators, and caregivers; support emergency preparedness throughout the state; provide government transparency through coverage of news and public affairs; and reach out to all members of our audience regardless of age, economy, race, or political beliefs.

As a trusted steward and valued partner in South Carolina, we take pride in our partnerships and projects that aim to improve the quality of life in our state.

KEY SERVICES

SCETV provided these vital local services:

- Educational content and training to schools and agencies.
- Support of the state's emergency communications system.
- Legislative coverage of House and Senate sessions, the State of the State address, and additional meetings on-air and online.
- Outreach with "Smart Cat," our kids' mascot, whose mission is to keep children healthy, smart, and safe.
- Public safety training for law enforcement and first responders, including online courses on interoperability created by SCETV.

LOCAL IMPACT

SCETV's local services had a deep impact in South Carolina:

- SCETV provided online educational content to our state, including online teacher training and re-certification courses and face-to-face workshops to over 6,500 teachers, staff, and administrators.
- Courtesy of Sprint and SCETV, 200 PreK and after-school providers received free mobile broadband routers and 30GB of free cellular data per month.
- SCETV and SC Public Radio continue to document the history and culture of South Carolina with award-winning documentaries that create classroom resources for students.