

AGENCY NAME:	EDUCATION TELEVISION COMMISSION		
AGENCY CODE:	H670	SECTION:	008

Fiscal Year 2020–2021 Accountability Report

SUBMISSION FORM

I have reviewed and approved the data submitted by the agency in the following online forms:

- Reorganization and Compliance
- Strategic Plan Results
- Strategic Plan Development
- Legal
- Services
- Partnerships
- Report or Review

I have reviewed and approved the financial report summarizing the agency's budget and actual expenditures, as entered by the agency into the South Carolina Enterprise Information System.

The information submitted is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):	
(TYPE/PRINT NAME):	Signature on file. Anthony Padgett, President & CEO

BOARD/CMSN CHAIR (SIGN AND DATE):	
(TYPE/PRINT NAME):	Signature on file. Richard, Cohn, Chairman

FY 2020-2021 Agency Accountability Report
Reorganization and Compliance Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the

ETV COMMISSION

Primary Contact:

First Name	Last Name	Role/Title	Phone	Email Address
Anthony	Padgett	President and CEO	803-737-3240	apadgett@scetv.org

Secondary Contact

First Name	Last Name	Role/Title	Phone	Email Address
Mark	Jahnke	VP of Engineering and Technology	803-737-3486	mjahnke@scetv.org

Agency Mission

SCETV's mission is to enrich lives by educating children, informing and connecting citizens, celebrating our culture and environment and instilling the joy of learning.

Adopted in: 2013

Agency Vision

To be recognized as a center of excellence for our region and the nation, providing indispensable information and education to the communities we serve.

Adopted in: 2013

Recommendations for reorganization requiring legislative change.

No

Please list significant events related to the agency that occurred in FY 2020-2021.

Month Started	Month Ended	Description of Event	Agency Measures Impacted	Other Impacts
July	June	Datacasting initiative	3.1.4	
July	June	At Home Learning	3.1.3	

Does the agency intend to make any other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in FY 2021-22?

Note: It is not recommended that agencies plan major reorganization projects every year. This section should remain blank unless there is a need for reorganization.

Yes

Ongoing strategic initiative will drive reorganization plans in FY21-22

Is the agency in compliance with S.C. Code Ann. § 2-1-220, which requires submission of certain reports to the Legislative Services Agency for publication online and the State Library? See also S.C. Code Ann. § 60-2-20.

No

If not, please explain why.

All of the required reports have not been submitted, as required, due to personnel turn-over and loss of institutional knowledge. A plan is underway to ensure these reports are submitted on time for FY 21-22.

Is the agency in compliance with various requirements to transfer its records, including electronic ones, to the Department of Archives and History? See the Public Records Act (S.C. Code Ann. § 20-1-10 through 20-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).

No

Does the law allow the agency to promulgate regulations?

No

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South Carolina Educational Television Narrative for 20-21 Accountability Report

Agency overview. South Carolina ETV is a valued asset to the citizens of South Carolina and provides educational resources for students, educators, families and caregivers. SCETV supports emergency preparedness throughout the state and provides government transparency through coverage of news and public affairs. SCETV reaches out to all audience segments regardless of age, economic status, race or political affiliations.

SCETV and South Carolina Public Radio are the only statewide broadcasting service in the state, with signals reaching rural areas where viewers and listeners often do not have access to or cannot afford cable or Internet services. SCETV is often the primary source of educational and cultural content for these areas as one of the few remaining free, over-the-air broadcast options.

SCETV has a tradition of covering events and people that impact public policy in South Carolina, including legislative sessions and elections. This transparency in state government gives citizens an opportunity to learn how government works and to stay informed.

Education services for K-12. The origins of SCETV trace back to 1957 when the South Carolina General Assembly passed a concurrent resolution calling for the study of the use of television in public schools. During the FY20-21 year of remote learning, SCETV's education team listened, shifted and provided the resources and services to meet the needs of South Carolina districts, schools, teachers and students.

To support districts in the swift transition to remote learning, SCETV implemented a datacasting pilot to support instructional delivery in areas where Internet access is not available or connectivity is limited. Datacasting uses the network's broadcast signal to send learning content to students' devices. During the FY20-21 pilot program, SCETV made 128 datacasting kits available to students in Dillon School District 4, Fairfield County School District, Jasper County School District, York County School District 1 and Virtus Academy. Educators created 113 accounts for Educast, SCETV's homegrown learning management system for managing datacasting lessons. Of the educators responding to a datacasting survey, 100 percent perceive datacasting as a valuable component of the instructional delivery system. As SCETV's broadcast signal covers 98 percent of South Carolina, datacasting is a viable complement to the state communications infrastructure.

The network also made significant progress in the ongoing effort to close South Carolina's digital divide. In November 2020, SCETV began working with the Office of Regulatory Staff and multiple other state, local and private sector partners to launch the Allendale Broadband Pilot Project. Funded by ORS using \$393,104 of CARES Act appropriations, the project uses SCETV's existing tower infrastructure to power three public wi-fi hubs in Allendale County and provide Internet access to approximately 1,000 homes in the community. In addition to this project, through a partnership with Sprint, SCETV has created more than 490 wireless hotspots at after-school and early learning sites across the state.

During the pandemic, the network launched At-Home Learning to provide parents, students and teachers with curriculum-aligned content on the network's primary broadcast channel. SCETV modified its broadcast schedule to air educational programs targeting middle and high school students. This initiative, now called Learning+, also

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included learning activities available through SCETV’s website to complement all content broadcast in the modified programming schedule.

Early Learning Services and Resources. SCETV also placed increased emphasis on early learning services and resources in FY20-21. The network is an active partner in the state’s Early Childhood Advisory Council and worked to enhance early childhood programming with South Carolina First Steps and Head Start. In FY20-21, SCETV hosted virtual workshops and screening events specific to the debut of PBS Kids shows, “Hero Elementary” and “Donkey Hodie.” SCETV also implemented National School Breakfast week activities for the second year, engaging early learners in some of the state’s most rural counties and serving more than 1,500 students statewide. Over 500 children participated in STEM-related activities as a part of the PBS Ready to Learn Initiative. The initiative introduced children to STEM and literacy concepts helpful in increasing successful educational outcomes.

Along with the outreach events, SCETV managed two early learning subscription services. First, the agency continued to use Bright by Text, a texting subscription service for early learning parents and caregivers. More than 120 subscribers registered for the service, and the numbers continue to increase. Second, SCETV also launched the SCETV Kids Club as a free subscription program that drew more than 1,200 children, ages 0 – 12, last year. The club promotes literacy, learning through play and healthy decision making.

To assess the effectiveness of educational resources and services, SCETV deployed an annual teacher survey to measure the use of SCETV resources in the classroom. Of the 1,564 survey respondents who participated in SCETV professional development workshops, 98 percent found the resources and services valuable. Survey results also indicated that respondents taking SCETV recertification courses found the course valuable, and 98 percent of KnowItAll.org users found it a valuable resource for teaching and learning. Responses gave insight into additional content needs and ways SCETV could continue to enhance both sites. All survey results help SCETV ensure that services align, not only with the needs of educators, but also with the tenets outlined in the Profile of the South Carolina Graduate.

Professional Development for Educators. In FY20-21, SCETV provided professional development to more than 6,000 active, retired and pre-service teachers in Pre-K-12 and higher education entities through training and workshops that supported personalized, collaborative learning experiences. The agency supplemented these professional development sessions with information about the network’s educational resources, including the newly designed KnowItAll.org. SCETV also addressed educator feedback and consolidated LearningWhy.org and Knowitall.org under the new KnowItAll.org umbrella. The new platform now features more than 9,500 videos, teacher lessons, interactive learning tools, virtual field trips, handouts, photos and audio files. During this year of remote learning, KnowItAll.org average monthly page views increased from 20,000 to 140,000, reflecting a growth rate of 600 percent.

Throughout FY20-21, more than 700 educators received recertification or renewal credit using SCETV resources. The S.C. Department of Education or the appropriate learning institution approved all of the courses. Topics ranged from literacy instruction to digital learning to culturally responsive teaching. South Carolina PBS LearningMedia, an award-winning media-on-demand service, gives teachers access to thousands of free, standards-aligned and curriculum-targeted digital resources from SCETV. In FY20-21, South Carolina PBS’s

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LearningMedia library included more than 100,000 multimedia resources for Pre-K-12 educators with an average of 20,007 users and more than 87,000 page views per month from South Carolina.

In FY20-21, SCETV received PBS Education Media Literacy Academy grant funds to pilot a professional learning cohort focused on media literacy. The program is self-paced, facilitated and requires participants to earn four microcredentials making up the PBS Media Literacy Educator Certification by PBS station KQED. Credentials focused on developing online spaces that promote positive school culture and support safe and responsible technology use; critically analyzing media; and making media for classroom use. Of the nine members of the cohort, four completed the requirements to earn the media literacy credential. They are the first South Carolina educators to be credentialed.

Advancing Education for All of South Carolina. In FY20-21, the agency produced a variety of content about education in South Carolina. “Carolina Classrooms” is SCETV’s series for teachers, parents and anyone invested in the education of the state’s children. Topics of emphasis included workforce development, kindergarten readiness, Read to Succeed and equity in education. Other content relevant to the programs’ topics was presented via SCETV’s website and the SCETV Education Facebook page.

SCETV also partnered with several organizations to provide technical services to advance the cause of education. One example is the partnership with the South Carolina chapter of the American Board of Trial Advocates in support of the James Otis Lecture Series. Each fall, SCETV produces, streams live to schools and records for future broadcast the James Otis Lecture Series. Now in its 12th year, the James Otis Lecture is SC ABOTA’s contribution to the federal mandate stipulating federally funded schools must have a program every year on or around Constitution Day.

SCETV also partnered with the SCDE, Arts in Basic Curriculum and the Center for the Education and Equity of African American Students at the University of South Carolina to produce standard-aligned, in-studio recorded teacher lessons. The partnership resulted in more than 40 asynchronous lessons that target students from elementary to high school, across subjects and standards.

In FY20-21, the agency helped produce the S.C. Association of School Administrators’ annual conference to offer professional development to school administrators, livestreamed their annual gala and recorded their legal forum. SCETV also supported livestreaming of the STEM Teacher of the Year press conference and produced promotional videos and introductions for several education partners.

Supporting State Agencies. SCETV continued to develop learning materials for other state agencies. SCETV hosted the Criminal Justice Academy’s self-paced content and training for retired SLED agents and state constables who do not have access to CJA’s training system. Use of SCETV’s SLED Constable online training site was up 9 percent over last year with 1,526 current user accounts. Public safety officers earned 1,639 certificates. SCETV also partnered 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.

Local Television Production. SCETV airs live coverage of the House and Senate on its SCETV World channel during the legislative session from January to May, and the live stream of the session is delivered through the state’s legislative website. As part of the 2020 election cycle, SCETV partnered with *The Post and Courier* to

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broadcast and stream debates for two of the state’s critical races – U.S. Senate and the First Congressional District. Additionally, SCETV continued to play a major role in covering the Governor’s emergency management press conferences and other important announcements related to COVID-19. In spring 2021, the network partnered with the S.C. Department of Health and Environmental Control to broadcast a one-hour COVID-19 vaccine-focused town hall discussion.

Recognizing the need for more community discussion around important issues, such as racial injustice, SCETV launched a new, community engagement-focused series, “Palmetto Perspectives.” Bringing together a diverse group of voices to discuss the important issues facing the state, the first episode featured a panel of leaders from South Carolina’s African American community who shared their perspectives related to ongoing racial injustice, biases within law enforcement and more. With the goal of airing “Palmetto Perspectives” episodes quarterly, the network followed up with an October 2020 episode focused on voting and a February 2021 episode on health disparities.

In August 2020, in celebration of the 100th anniversary of women receiving the right to vote, SCETV aired “Sisterhood: SC Suffragists – Moving Forward.” Featuring a panel discussion about the issues facing women today, the program highlighted the role South Carolina women played in the national suffrage movement. SCETV also produced three documentaries around this anniversary with each focused on a different set of South Carolina sisters who were influential in the women’s suffrage movement.

SCETV continued producing and airing several local, regular series. “Making it Grow” is the network’s gardening and nature-focused program now in its 28th year. The weekly program, produced by SCETV’s regional studio in Sumter, S.C., is the network’s most-viewed local show. “Palmetto Scene” is a weekly magazine program that highlights the events and people making headlines across South Carolina. “By the River,” the network’s literature-focused series in its third season, is a collaboration with University of South Carolina, Beaufort. Its entire crew consists of students from USCB’s Communication Studies program.

“This Week in South Carolina,” the network’s current events and public affairs program, ramped up coverage efforts around Election 2020. New episodes of “This Week in South Carolina” air first on Fridays with a new one-minute daily news flash that launched during the 2021 legislative session to keep viewers informed during the week. Titled “TWISC60,” the news flash aired at 5:59 p.m. on Tuesdays, Wednesdays and Thursdays during the session and was shared via SCETV’s social media channels.

In September 2020, SCETV premiered “Gullah Roots” – an hour-long documentary following leaders of the South Carolina and Georgia Gullah Geechee community as they experienced a homecoming in Sierra Leone.

Flexibility in Program Production Due to Pandemic Limitations. The pandemic forced the network to be flexible and adapt its normal production protocol to adhere to social distancing and other public health guidelines. The agency’s digital team adjusted plans for season two of its “Backroad Bites” series amidst the limited operational status of many eateries across the state. Titled “Backroad Bites: Take-Out Edition,” the new season spotlighted the take-out options across South Carolina and reinforced the importance of community to these local restaurants.

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SCETV's digital team worked around the pandemic to collaborate with the S.C. Department of Parks, Recreation and Tourism to produce a video series about the state's unique tourism destinations and activities. "Go For It" took viewers on a trip to experience what the state has to offer. A digital-first series, "Go For It" premiered on both agencies' social media channels before being repurposed for use on air.

Following the releases of "Backroad Bites: Takeout Edition" and "Go for It," "From the Sky" debuted as another digital-first series exploring the aerial perspective of some of the state's top landmarks and other interesting locations.

SCETV and National Productions. For more than 60 years, SCETV has been the state's primary storyteller, weaving together many stories to form the charming cultural fabric of the state. More than just a source of comfort and inspiration for South Carolinians, these stories also reached audiences outside of South Carolina. PBS or one of PBS' public media allies selected four projects that SCETV co-produced or presented for national distribution. This includes season six of "Reel South," a curated documentary film series; season three of "Yoga in Practice," a 30-minute instructional yoga program; the inaugural season of a lifestyle and culinary series called "How She Rolls;" and a new documentary film, "A Will to Preach" chronicling the life and impact of renowned minister and Greenville native, Bishop Will Willimon.

Public Radio Programming. SC Public Radio has been broadcasting in South Carolina for 48 years. With a weekly audience of more than 300,000 in FY20-21, SC Public Radio reaches listeners through streaming and ancillary apps such as Tune-In, Public Radio Player, NPR News and Music, NPR One and iTunes radio.

The global pandemic and the November 2020 elections made this a heavy news year. SC Public Radio and its team of reporters ramped up coverage efforts to ensure that South Carolina citizens remained informed. "SC Lede" – the network's public affairs podcast – produced more than 50 episodes of the normally weekly podcast between March and August 2020. Like SCETV, SC Public Radio provided live coverage of a U.S. Senate debate and a First Congressional District debate. The network also continued to simulcast the Governor's emergency management press conferences and other important announcements related to COVID-19.

Charleston's renowned Spoleto Festival USA returned after taking a year off because of the pandemic. As has been the case for 40 years, SC Public Radio provided coverage of the festival. "Sonatas & Soundscapes," which airs weekdays on the network's news and music stations, featured Spoleto content during Spoleto. The program featured performances from the festival's Chamber Music series, interviews with musicians and repeat appearances by the festival's director of Chamber Music. SC Public Radio's "Spoleto Backstage" podcast returned for the 2021 festival with new episodes premiering Tuesdays and Fridays from June 1 to July 5.

SC Public Radio also collaborated with several organizations to launch new initiatives. In partnership with The ColaJazz Foundation, the network debuted a new jazz-focused series in April 2021 called "ColaJazz Presents." Hosted by Mark Rapp, executive director of The ColaJazz Foundation, the series features performances and interviews from a diversity of South Carolina's top jazz musicians offering an intimate glimpse into their lives, communities and passion for music. SC Public Radio participated in StoryCorps' Military Voices Initiative. Made possible by the Corporation for Public Broadcasting, the initiative captured the experiences of veterans, service members and military families. Over two weeks in April, StoryCorps offered 50 virtual recording sessions that SC Public Radio listeners could sign up for, inviting the veteran in their life to participate.

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In FY20-21, SC Public Radio redesigned its website – southcarolinapublicradio.org. With six reporters providing statewide news coverage, the new site builds on the network’s mission to serve as a top source for local and national news. The website offers a wealth of livestreams and on-demand audio, so listeners can access their favorite programs on their schedule. Southcarolinapublicradio.org also allows for listeners to engage with the station and its most recognizable personalities through music playlists, quizzes and behind-the-scenes content.

Television and Radio Audience Analytics. User analytics confirmed SCETV's online content distribution and the audience for locally produced television and radio content are steady or growing across all platforms. On the broadcast side, SCETV continued to attract approximately 500,000 weekly cumulative household viewings in 2020. SC Public Radio continues to attract an average of 300,000 broadcast listeners each week.

While traditional television viewers and radio listeners still hold steady and account for the overwhelming majority of the network’s total audience, SCETV’s digital assets continued to experience significant growth over the last year. That’s why SCETV and SC Public Radio continue to pursue a multi-platform approach when developing new programs.

On social media, the SCETV and SC Public Radio Facebook pages have achieved steady growth for the last few years. In 2018, those two pages saw 4.7 million impressions. In 2019, that number grew to 8.3 million; and, in 2020, total impressions ballooned to 12.9 million. The same trend can be seen on Twitter, where the network’s two primary accounts have gone from achieving 2.7 million impressions in 2018 to 2.9 million impressions in 2019 to 7.2 million impressions in 2020.

Beyond social media, the network continues to promote the SCETV app, which provides viewers and listeners with live streams and a library of on-demand radio and television content. In FY20-21, more than 2 million users in South Carolina streamed PBS Kids content on an SCETV or PBS digital platform. Beyond that, nearly 1.9 million users streamed PBS content on one of SCETV’s digital platforms, including the SCETV app and the scetv.org website. On the radio side, more than 1.6 million listeners used an SC Public Radio livestream or downloaded an SC Public Radio podcast in FY20-21 – an 8 percent increase over the previous fiscal year.

This digital audience growth can also be seen when looking at the agency’s website analytics. In five of the last six calendar years, scetv.org has experienced an increase in total users. The agency’s SC Public Radio website experienced a 21 percent increase in total users from FY19-20 to FY20-21. Total users have increased 175 percent when compared with FY 2018-19 data.

Public Health and Safety Initiatives. In addition to educational initiatives At-Home Learning and datacasting, the network ramped up its news coverage efforts to keep South Carolinians informed. SCETV’s broadcast and digital platforms provided live coverage of each of Gov. Henry McMaster’s COVID-19-focused press briefings. In total, those briefings attracted approximately 3 million views across the network’s various platforms.

The agency continued to grow its weather service. In partnership with WUFT in Gainesville, Florida, this storytelling-based service provided live hurricane, tropical storm and other weather-related emergency content to South Carolina residents and visitors across the state most often in real time. The service pulls data from eight remote weather stations across the state. During weather events, Facebook Live streams allow citizens to connect with weather experts.

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SCETV continued its partnership with the SC Telehealth Alliance that has been in place since 2015. Consisting of several organizations that develop and expand telehealth services, this initiative has helped cut costs and increased access to healthcare for residents across the state. As a result of COVID-19, the partnership with the Telehealth Alliance became even stronger telling stories of family struggles and socioeconomic issues that impede progress toward fair and equal access to healthcare, specifically in the rural areas.

Television and Radio Programming Recognition. In FY20-21, SCETV and SC Public Radio received many awards for excellence and innovation. America’s Public Television Stations presented its 2021 Excellence in Innovation Award to SCETV recognizing the network’s datacasting initiative. The SCETV and SC Public Radio news teams received seven first-place awards and six second-place awards from the Radio Television Digital News Association of the Carolinas. The national RTDNA honored a SC Public Radio reporter with one of its regional Edward R. Murrow Awards for the second year in a row.

SCETV’s literature-focused series, “By the River,” received two Communicator Awards – the Award of Excellence in the Television Cultural category and the Award of Distinction in the Television Interview category. The network received a record 13 Telly Awards – six silver trophies and seven bronze trophies. The network also received four Southeastern Emmy Awards nominations.

Emergency Preparedness Infrastructure. SCETV works with the Governor’s Office and the Emergency Management Division to communicate important information such as inclement weather alerts, state office closings and evacuations. The network maintains 549 towers, including 47 tall towers (200 feet or higher) and the microwave backbone for emergency and public safety communications. SCETV also houses critical communications infrastructure for SLED, DNR, EMD, the Forestry Commission, DOD, DHS, Civil Air Patrol and 14 NOAA Weather Radio Service transmitters. SCETV maintains and manages the SCHEART (South Carolina Healthcare Emergency Amateur Radio Team) infrastructure, which includes a network of over 50 radio repeaters. SCHEART reached participating hospitals in the state and allowed the flow of information on incoming patients, evacuations, and coordination among facilities during emergencies and weekly communications exercises.

Financial and Entrepreneurial Activities. SCETV’s television/web production services provide a revenue stream beyond state appropriations that has remained consistent from year to year. In FY20-21, those efforts generated \$525,934. Grants, external clients, state agency clients, tower lease payments, use of broadcast spectrum, facilities rental and SCETV’s Rapid Response Studio (live shots for national news organizations) make up most of this revenue. Like other public media organizations, the network receives critical funding from the Corporation for Public Broadcasting.

The relationship between SCETV and the ETV Endowment remained strong in FY20-21. The Endowment is a 501(c)(3) nonprofit founded in 1977 that provides funding for programming broadcast on SCETV, South Carolina Public Radio and other public media stations. The Endowment raised \$7,313,319 in FY20-21 and has 46,920 active donors. The ETV Endowment received its ninth consecutive 4-star rating from Charity Navigator in recognition of its commitment to accountability and fiscal responsibility, placing the Endowment in the top 4 percent of charities evaluated. In FY20-21, SCETV and the ETV Endowment offered community screenings, donor and other outreach events throughout the state. Programs featured webinars and panel discussions on a range

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of topics from Gullah culture and South Carolina nature to a series on estate planning and biscuit making. During the year, nearly 3,000 people participated in the online and in-person events.

Broadcast Infrastructure. SCETV’s infrastructure is key to the agency’s ability to meet its mission especially in the face of ever emerging technologies. Annually, SCETV upgrades and refreshes the network infrastructure, providing additional security, flexibility, visibility and speed. Upgrades allow SCETV to provide more reliable customer service in a secure, reliable manner.

In 2016, the legislature directed SCETV to manage tower and antenna operations within state government. Since then, SCETV annually collects the detailed information necessary to expand the use of more than 549 SCETV towers, all of other state agencies’ 100+ foot towers, and all other state-owned assets determined to be eligible for antenna placement. Collecting this information involves site visits, legal research, contract negotiation, and land use agreements. The process can take months for a single tower.

SCETV also manages existing communications site tower licenses and negotiating new licenses. Each license application usually takes several months from start to execution, and SCETV currently is working on approximately 17 new licenses and amendments to existing licenses.

Conclusion. Based on performance measures adopted in FY2019-20, SCETV 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.

SCETV is a valued and trusted resource within the state of South Carolina. The network looks 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 the region and the nation, providing crucial information and education to the communities it serves.



public radio

ORGANIZATION CHART

President & CEO
Anthony Padgett

HR Director I
Charlene Nicia

This division is responsible for recruiting, employee relations, payroll, benefits and training.

HR Manager II
Lachandra Wood

VP of Technology
Mark Jahnke

This division is responsible for acquisitions and oversees the state's broadcast infrastructure. This includes studio operations and equipment; information technology equipment; and transmitter, satellite and microwave transmission systems.

Admin.
Tara Thomas

Dir. of Engineering
Tyler Brock

Dir. of IT
Lance Hall

FTS Manager
Bill Taylor

Project Mgr.
VACANT

Vertical Assets Mgr.
VACANT

Project Mgr.
VACANT

VP of Education
Dr. Stephanie Frazier

This division serves as a resource for the state's education community, providing educational broadband services, online professional development, instructional technology initiatives and educator training.

Info. Res. Coord. II
Vera Allred

Production Mgr. IV
Kenneth Deberry

Admin.
Erica Jones

Dir. of Training
Salandra Bowman

VP of Development
VACANT

This division includes Marketing and Communications, Underwriting and Content. Combining both TV and radio, the Content vertical includes Production, Programming and Traffic, Pledge Activities, Digital Strategies and Regional Stations.

Chief Content Off.
VACANT

Dir. of Radio Prgmg.
Sean Birch

Radio News Dir.
John Gasque

Dir. of TV Prgmg.
Cheryl Nunnley

Asst. Dir. of Content
Don Godish

Dir. of Dig. Strategy
Tabitha Safdi

Govt. Transp. Dir.
Tom Posey

News Director
Aimee Crouch

Broadcast Prod. Mgr.
Renee Layson

Dir. of Fundraising
Jean Pinkston

Corp. Sponsorship Mgr.
Melanie Boyer

Marketing Dir.
Abby Stilwell

Dir. of Comms.
Jeremy Cauthen

VP of Admin/CFO
VACANT

This division is responsible for the oversight of the accounting and financial reporting functions of the agency, as well as facilities.

Dir. of Accounting
Blair Foutz

Fiscal Analyst III
Margaret Romaniello

Dir. of Physical Plant
Rickey Vick

Legend

- Leadership
- Vacancies
- State full-time
- Contract

* Apple One employee

These responses were submitted for the FY 2020-2021 Accountability Report by the	
ETV COMMISSION	

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ETV COMMISSION														
Goal Ensure and expand operational readiness														
Strategy 1.2										Statewide Enterprise Objective				
Create a diverse workforce with individual staff development plans aimed at enhancing the skill sets needed within the assigned divisions										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.2.1	Develop a plan for remaining employee adjustments with class and comp	5%	10%	14%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	number of employees who had a class and comp change / number of current employees	SCEIS Report	Review organizational structure and position descriptions. Conduct comparative salary analysis internal and externally across the market . Data will be stored on HR confidential SCETV network.	state agency	a diverse workforce	0100.000000.000	Through meetings with Human Resources representatives, management discusses current capacity and developmental needs of the employee base to provide for internal growth. The HR Director reviews recommendations based on job responsibilities, departmental and agency strategic plan, and internal/external equities. Employee development measures include performance management (150 FTE) completed yearly and turnover statistics 22 Performance Increases 11 employees left the agency during this time period-3 due to retirement
1.2.2	Develop training and career plans	5%	5%	7%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	number employees changed / number of current employees	Employee Files	Employee Files	Employee development will benefit the agency(SCETV) and employees.	Secure long-term growth for employees with skills and tools that align with the overall strategy of the organization	0100.000000.000	Employee Development and sharing knowledge from employee to employee is a very important internal training approach. Employee performance and planning stages are completed yearly, outlining the expectations and requirements for performance and career growth. Measurables include performance management (150 FTE)(5)- Add duty increase (5) Re-Class (1) Re-assignment
1.2.3	Participants enrolled in the job shadowing and leadership program	0	5	6	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Enrollments	Internal Log	Employee files and with the Division of Human Resources	New leaders and SCETV	Employee retention, improve productivity, building better teams	0100.000000.000	Because of the COVID-19 pandemic during the fiscal year SCETV did not participate in job shadowing. We did have (1) one employee enrolled in a virtual DEI program. Employee Development also included– Five (5) senior executives who enrolled in leadership training and coaching with focus on how senior leaders communicate with, engage, empower, and motivate the entire workforce throughout the organization
1.2.4	Update job descriptions to reflect additional knowledge	20%	20%	7%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	Updated Position Descriptions / total position descriptions	PERFORMS	Employee Files	Employee and company: Expectations are clear which will help employee and managers prioritize accordingly	Updating job descriptions helps prepare for future hiring objectives and cultivates current employee productivity	0100.000000.000	5 Additional duty increase, 5 reclass, 1 reassignment

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These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal	Ensure and expand operational readiness													
Strategy	1.5									Statewide Enterprise Objective				
Enhance the agency's technology and infrastructure systems in an effort to add value along with a sustainability plan										Public Infrastructure and Economic Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.5.1	Compliance with state and federal guidelines	100%	100%	100%	Percent Complete	Complete	Calendar Year (January 1 - December 31)	Percent of Federal Mandates and Checklist completed	FCC Website	FCC website	staff of the agency and South Carolinians	no loss to broadcast services to the state of South Carolina	0100.000000.000, 2000.300500.000, 2000.301000.000, 2000.301500.000, 2000.350500.000, 2000.351000.000, 2000.351500.000, 2000.352000.000, 2000.352500.000, 2000.400000.000, 2000.450500.000, 2000.451000.000, 2000.451500.000, 2000.500500.000, 2000.501000.000, and 2000.501500.000	
1.5.2	Develop and implement a working plan with a strategy of maintenance based on agency criteria or needs	70%	70%	70%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent completed of Documented Plan	Internal Report	Zeus database	staff of the agency and South Carolinians	greater up time of technology with fewer broadcast reception issues	0100.000000.000, 2000.301000.000, and 2000.301500.000	

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These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal		Provide value services to the state and citizens												
Strategy	3.1									Statewide Enterprise Objective				
Provide essential education resources with content and services										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.1.1	Maintain the creation of educational resources produced	30	30	101	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Productions	Online Program	KnowItAll.org and scetv.org	Educators, students, caregivers	Content is developed to support teaching and learning in flexible formats, address critical needs subject areas and competencies, and strengthen partnerships with other educational agencies/organizations.	2000.350500.000, 2000.351000.000, 2000.351500.000, 2000.352000.000, and 2000.352500.000	
3.1.2	Increase engagement with PreK-5 educational community	100	150	1319	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Subscriptions	Bright by Text	Bright by Text dashboard and Kids Club subscriber database	Educators, early learners, caregivers	High-quality information and programming supports foundational knowledge and skill attainment among early learners; provides learning materials to educators/caregivers; and supports caregivers in creating healthy and safe environments for the children they love.	2000.350500.000	
3.1.3	Increase educator awareness of ETV resources	5	10	35	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Ambassadors	Internal Log	Internal Log	Educators, SCETV	Educators gain professional ambassador and leadership experience, SCETV benefits from increased awareness of resources	2000.350500.000, 2000.351000.000, 2000.351500.000, 2000.352000.000, and 2000.352500.000	
3.1.4	Increase number of wireless hotspots distributed to educational partners	257	350	493	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Hotspots	Internal Log	Internal Log and KnowItAll	Districts, childcare/afterschool centers, students	Stakeholders receive increased access to Wi-Fi services as a result of participation. Ultimately, the service supports increased participation in learning for students.	2000.352000.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal	Provide value services to the state and citizens													
Strategy	3.2									Statewide Enterprise Objective				
Provide support to emergency preparedness and law enforcement										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.2.1	Maintain availability for online public safety training courses needed by agencies	2362	2375	3236	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Enrollments	Moodle LMS	Moodle LMS	Public safety oversight organizations, public safety officers, and community at large	Public safety oversight organizations benefit from the maintenance of the learning management system and the included public safety professional development courses. Training officers benefit from enhanced professional development and the community benefits from a more professionally developed public safety force.	2000.352000.000 and 2000.352500.000	
3.2.2	Produce content relative to emergency preparedness or awareness	3%	5%	5%	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	Percent increase in number of stories	Internal Log	Electronic storage (Kaltura/web storage)	South Carolinians	Knowledge of important SC news, stories; access to state-specific resources	2000.451000.000	
3.2.3	Digital weather related content	1	1	1	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Provided Services	Internal Logs and analytics	Internal Electronic Storage	South Carolinians	Access to weather-related resources and information.	2000.451000.000	
3.2.4	Implement additional support services (SCEIN) through broadcasting and digital support services	1	1	1	Count	Complete	State Fiscal Year (July 1 - June 30).	Completed System	Internal Log	Internal Electronic Storage	South Carolinians	Access to weather-related resources and information.	2000.301000.000	
3.2.5	Manage and maintain infrastructure to ensure readiness	1	1	1	Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	Provided Services	Internal Log	Internal Electronic Storage	South Carolinians, public safety stakeholders, educators, etc.	Access to weather-related resources and information.	2000.301000.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal	Provide value services to the state and citizens													
Strategy	3.4									Statewide Enterprise Objective				
Produce acquire and deliver relevant content										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.4.1	Maintain 24 hours tv broadcasted	35064	35064	35064	Count	Complete	State Fiscal Year (July 1 - June 30).	Number of Hours	Production Log	Protrack database	staff of the agency and South Carolinians	no loss to broadcast services to the state of South Carolina	2000.301000.000 and 2000.301500.000	
3.4.2	Maintain 24 hours radio broadcasted	8766	8766	8766	Count	Complete	State Fiscal Year (July 1 - June 30).	Number of Hours	Production Log	Protrack database	staff of the agency and South Carolinians	no loss to broadcast services to the state of South Carolina	2000.301000.000 and 2000.301500.000	
3.4.3	Identify alternate content distribution methods	1	1	1	Count	Complete	State Fiscal Year (July 1 - June 30).	Number of alternative content distribution	Internal Reports	Internal Electronic Storage/Educast System	South Carolinians without adequate broadband access and/or general signal coverage.	Knowledge of important SC news, stories; access to state-specific resources	2000.400000.000, 2000.450500.000, 2000.451000.000, and 2000.451500.000	
3.4.4	Improve viewer, listener and digital audience ratings and analytics through monthly reporting platforms	12	12	12	Count	Complete	Other	Ratings data/responses	Nielsen	Third-party system and shared drive	South Carolinians	Ratings foster data-driven decision making around content creation and marketing efforts.	2000.400000.000, 2000.450500.000, 2000.451000.000, and 2000.451500.000	
3.4.5	Produce local content for TV	72	82	91	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Hours	Production Log	Internal Electronic Storage	South Carolinians, donors, educators, families	Access to South Carolina stories and initiatives	2000.451000.000	
3.4.6	Produce local content for radio	1306	1450	1475	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Number of Hours	Production Log	Internal Electronic Storage	South Carolinians, donors, educators, families	Access to South Carolina stories and initiatives	2000.400000.000	
3.4.7	Analyze engagements, analytics, ratings, and feedback from advisory council and other sources	27	37	62	Count	equal to or greater than	State Fiscal Year (July 1 - June 30).	Responses, and registration and head counts	eVite	Third-party system and shared drive	South Carolinians, donors, educators, families	Access to new content, responses,	2000.400000.000, 2000.450500.000, 2000.451000.000, and 2000.451500.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal Provide value services to the state and citizens														
Strategy 3.5										Statewide Enterprise Objective				
Offer transparency through ETV services										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.5.1	Maintain legislative streaming committee content	349	350		Count	Complete	State Fiscal Year (July 1 - June 30).	Number of Hours	Kaltura	Internal Electronic Storage	South Carolinians, donors, emergency/transparency partners, families	Access to South Carolina stories and legislative initiatives	2000.451000.000	
3.5.2	Provide coverage of relevant events, press conferences, etc.	15	15		Count	Complete	State Fiscal Year (July 1 - June 30).	Number of conferences and events or OTO's	Broadcast time and Kaltura	Internal Electronic Storage	South Carolinians, donors, emergency/transparency/legislative partners, families	Access to South Carolina stories and legislative initiatives	2000.451000.000	
3.5.3	Produce and distribute content and reports focused on relevant to SC government	50	50		Count	Complete	State Fiscal Year (July 1 - June 30).	Total content duration (time).	Production Log	Internal Electronic Storage	South Carolinians, donors, emergency/transparency/legislative partners, families	Access to South Carolina stories on governmental relations issues	2000.451000.000	

FY 2020-2021 Agency Accountability Report
FY2021-22 Strategic Plan:

These responses were submitted for the FY 2020-2021 Accountability Report by the
ETV COMMISSION

Goal Expand valued educational services for SC students, educators and citizens.														
Strategy 1.1										Statewide Enterprise Objective				
Expand datacasting project to reach highest need students										Education, Training, and Human Development				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
1.1.1	10 new districts with access to the datacasting services	5	10		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	Count of # of districts	ETV Education Dept	ETV Education Dept	Students who live in rural or underserved districts	Accessing online services/resources that are not available because of lack of internet access	2000.300100.000 and 2000.350100.000	
1.1.2	2 new partners will have access to the datacasting services	5	7		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	Count of # of partners	ETV Education Dept	ETV Education Dept	Community partners and agencies that support the dissemination of and access to educational resources, telehealth materials, and community information	Accessing an alternative method of distributing information/resources to students and families without adequate internet access	2000.300100.000 and 2000.350100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal Encourage community engagement with relevant arts, education and cultural programming; timely news programming; and critical public services that meet the needs of South Carolinians.														
Strategy 2.1										Statewide Enterprise Objective				
Employ social media and events to expand community engagement										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
2.1.1	5 percent increase in social media engagement	0%	5%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	last years social media "hits"/engagement / FY 21-22	Analytics tracked by SCETV communications dept	ETV Communications Dept.	viewers and users of the network's social media accounts	Stay up to date with SCETV offerings and engage with social media to communicate with the agency and share information with their own social media network	2000.400000.000	
2.1.2	10 new community events associated with programming and public services that address important issues and emerging trends	0	10		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	increase in # of completed activities that were not conducted in the prior year (virtual, in-person, or hybrid)	Event agendas and registration records managed by Education and marketing teams	Internal shared storage and third party systems (as applicable)	SCETV viewers, listeners, users of online content and supporters	Connecting with others in their community who share interests, passions and knowledge	2000.350100.000 and 2000.400000.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal Encourage community engagement with relevant arts, education and cultural programming; timely news programming; and critical public services that meet the needs of South Carolinians.														
Strategy 2.2										Statewide Enterprise Objective				
Produce local programming that showcases the rich diversity of South Carolina people and places										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Program Number Responsible	Notes
2.2.1	3 percent increase in locally produced television programming	0%	3%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of FY 21-22 locally produced programs - # of FY 20-21 local produced programs	ETV Content Dept	ETV Content Dept	Current and potential viewers, listeners and digital users of SCETV content	Staying informed about the news and stories affecting their family and their community	2000.400000.000	
2.2.2	3 percent increase in locally produced radio programming	0%	3%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of FY 21-22 locally produced programs - # of FY 20-21 locally produced programs	SC Public Radio Dept	SC Public Radio Dept	Current and potential viewers, listeners and digital users of SCETV content	staying informed about the news and stories affecting their family and their community	2000.400000.000	
2.2.3	2 new digitally produced series/resources annually	10	12		count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of FY 21-22 digital programs - # of FY 20-21 digital produced programs	ETV Content Dept	ETV Content Dept	Current and potential viewers, listeners and digital users of SCETV content	Staying informed about the news and stories affecting their family and their community	2000.400000.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the														
ETV COMMISSION														
Goal	Encourage community engagement with relevant arts, education and cultural programming; timely news programming; and critical public services that meet the needs of South Carolinians.													
Strategy	2.3									Statewide Enterprise Objective				
Expand access to healthcare and public safety services										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
2.3.1	5 new stories published applicable to telehealth initiatives and/or SCETV's involvement in the SC Telehealth Alliance	30	35		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	increase in # of FY 21-22 telehealth programs over FY 20-21 telehealth programs	ETV Content Dept	ETV Content Dept	Current and potential viewers, listeners and digital users of SCETV content	Accessing information about telehealth services, especially for those in rural and remote areas	2000.400000.000	
2.3.2	5 percent increase in hits to the SC Emergency Information Network website	0	5		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	website hits in FY 20-21/website hits in FY 21-22	Website analytics	ETV Comm Dept	South Carolina citizens and visitors concerned about weather events	staying informed about weather concerns to keep their families and communities safe	2000.400000.000	
2.3.3	5 percent increase in hits to the SC Emergency Information Facebook Live feed	0	5		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	FB hits in FY 20-21/FB hits in FY 21-22	social media analytics	ETV Comm Dept	South Carolina citizens and visitors concerned about weather events	Staying informed about weather concerns to keep their families and communities safe	2000.400000.000	
2.3.4	5 percent increase in the number of completed public safety training sessions	0%	5%		Percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of FY 21-22 state agency training programs - # of FY 20-21 state agency training programs	ETV Education Dept	ETV Education Dept	Professionals in the state's various law enforcement agencies who need remote access to required training	Accessing required training via ETV's broadcast network or digital resources	2000.350100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the ETV COMMISSION														
Goal		Ensure the agency's long range sustainability with funding, policies and practices that support optimal use of resources.												
Strategy		3.1									Statewide Enterprise Objective			
		Create a diverse workforce									Government and Citizens			
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.1.1	A comprehensive Diversity, Equity and Inclusion program	0	1		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of plans created for the agency	ETV HR Dept	ETV HR Dept	Agency, employees, South Carolina citizens	Establishing SCETV as an inclusive and diverse organization that develops programs and services to meet the diverse needs of the state	0100.000000.000	
3.1.2	A career path planning model that attracts and retains employees and addresses emerging agency workforce needs	0	1		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of plans created for the agency	ETV HR Dept	ETV HR Dept	Agency, employees, South Carolina citizens	Attracting and retaining employees and developing potential sourcing for existing and/or emerging agency workforce needs.	0100.000000.000, 2000.300100.000, 2000.350100.000, 2000.400000.000, and 2000.500100.000	
3.1.3	A review of all agency HR policies and procedures	0	1		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of plans created for the agency	ETV HR Dept	ETV HR Dept	Agency, employees, South Carolina citizens	Ensuring optimal information sharing and compliance.	0100.000000.000	
3.1.4	An annual pay plan process to address pay equity and establish competitive salaries based on the market	0	1		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	# of plans created for the agency	ETV HR Dept	ETV HR dept	Agency, employees, South Carolina citizens	Attracting and retaining talent	0100.000000.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the ETV COMMISSION														
Goal	Ensure the agency's long range sustainability with funding, policies and practices that support optimal use of resources.													
Strategy	3.2									Statewide Enterprise Objective				
Ensure compliance with state and federal policies										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.2.1	An evaluation of existing and required agency policies and procedures	0%	5%		percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	following state policies for Admin, SFAA, Procurement	state reports	Administration Department	Agency, employees, South Carolina citizens	Optimal information sharing and compliance	0100.000000.000, 2000.300100.000, 2000.350100.000, 2000.400000.000, and 2000.500100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the ETV COMMISSION														
Goal		Ensure the agency's long range sustainability with funding, policies and practices that support optimal use of resources.												
Strategy		3.3									Statewide Enterprise Objective			
		Expand non-state funding sources									Government and Citizens			
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.3.1	5 percent increase in non-state revenue	0%	5%		percent	equal to or greater than	State Fiscal Year (July 1 - June 30).	last years revenue / current years revenue	Account of money received	SCEIS	Current and potential viewers, listeners and digital users of SCETV content	Increased quality and quantity of services and programming	0100.000000.000, 2000.300100.000, 2000.350100.000, 2000.400000.000, and 2000.500100.000	

These responses were submitted for the FY 2020-2021 Accountability Report by the ETV COMMISSION														
Goal	Ensure the agency's long range sustainability with funding, policies and practices that support optimal use of resources.													
Strategy	3.4									Statewide Enterprise Objective				
Identify structural condition and lease status of towers in the state										Government and Citizens				
Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Primary Stakeholder	Stakeholder Need Satisfied	State Funded Budget Program Number Responsible	Notes
3.4.1	5 tower leases and structural status evaluated	0	5		Count (whole number)	equal to or greater than	State Fiscal Year (July 1 - June 30).	Count of towers evaluated	Tower structural reports	Agency tower database	existing and potential users of towers	Assurances that the towers are structurally sound and the contracts associated with them meet all state, local and federal requirements	2000.300100.000	

FY 2020-2021 Agency Accountability Report Budget Responses:										
These responses were submitted for the FY 2020-2021 Accountability Report by the										
ETV COMMISSION										
			FY 2020-21 Expenditures (Actual)				FY 2021-22 Expenditures (Projected)			
State Funded Program Number	State Funded Program Title	Description of State Funded Program	General	Other	Federal	TOTAL	General	Other	Federal	TOTAL
0100.000000.000	Internal Administration	Agency administrative functions	\$19,658.00	\$3,951,266.00	\$111,624.00	\$4,082,548.00	\$100,000.00	\$2,383,500.00		\$2,483,500.00
2000.200000.000	Public Affairs	Public Affairs functions		\$17,586.00	\$885.00	\$18,471.00				
2000.300100.000	Towernet	Functions related to Community Education					\$2,919,672.00	\$4,809,500.00	\$200,000.00	\$7,929,172.00
2000.300500.000	Engineering Administration	Functions related Engineering, Transmissions, Reception, and Communications	\$202,630.00	\$1,697,655.00	\$94,724.00	\$1,995,009.00				
2000.301000.000	Transmissions & Reception	Engineering administrative functions	\$245,954.00	\$3,098,422.00	\$141,990.00	\$3,486,366.00				
2000.301500.000	Communications	Distributes educational, transparency, and broadcast content. Provides support to agency.		\$389,339.00		\$389,339.00				
2000.350100.000	Education	Produces and distributes educational programming for K-12 schools.					\$2,615,000.00	\$3,136,000.00		\$5,751,000.00
2000.350500.000	Pre-K Education	Public Affairs functions	\$21,959.00	\$67,533.00	\$11,624.00	\$101,116.00				
2000.351500.000	Higher Education	Produces and distributes educational programming for Pre-K.	\$13,646.00	\$246,222.00		\$259,868.00				
2000.352000.000	Agency, Local & Other Education Services	Produces and distributes educational programming for K-12 schools.	\$33,332.00	\$595,656.00	\$7,704.00	\$636,692.00				
2000.352500.000	Training Assessment	Produces and distributes educational programming for colleges and universities.	\$14,306.00	\$275,406.00		\$289,712.00				
2000.400000.000	Content	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$2,092,041.00		\$2,092,041.00	\$823,711.00	\$11,280,600.00		\$12,104,311.00
2000.450500.000	National	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.		\$1,970,251.00		\$1,970,251.00				
2000.451000.000	Local & Transparency	Functions related to television and radio programming, the State House Report, and news coverage.	\$632,568.00	\$1,159,346.00	\$3,227.00	\$1,795,141.00				
2000.451500.000	Regional Operations	National television programming functions		\$366,900.00	\$9,864.00	\$376,764.00				
2000.500100.000	Enterprise Activities	General Support & Services functions						\$495,000.00		\$495,000.00

These responses were submitted for the FY 2020-2021 Accountability Report by the										
ETV COMMISSION										
			FY 2020-21 Expenditures (Actual)				FY 2021-22 Expenditures (Projected)			
2000.500500.000	Fundraising	Continue to produce Palmetto Scene, This Week in South Carolina, news, and educational coverage.		\$206,340.00		\$206,340.00				
2000.501000.000	Underwriting	Support for regional stations		\$178,660.00		\$178,660.00				
2000.501500.000	Marketing	Functions related to fundraising, underwriting, and marketing		\$452.00		\$452.00				
2001.011500.000	General Support & Services	Fundraising functions		\$706,175.00	\$9,891.00	\$716,066.00				
2001.150000.000	Community Education	Underwriting functions		\$14,072.00		\$14,072.00				
2001.351000.000	K-12 Education	Marketing functions	\$27,506.00	\$1,422,240.00	\$3,107.00	\$1,452,853.00				
2002.101000.000	General Support & Services	General Support & Services functions		\$9,640.00		\$9,640.00				
9500.050000.000	State Employer Contributions	Provides for employee benefits to include employer contributions.	\$527,200.00	\$2,653,832.00		\$3,181,032.00	\$1,401,200.00	\$2,110,400.00		\$3,511,600.00
9812.260000X000	Infrastructure Plan Funding	Spectrum Infrastructure Plan Funding		\$4,119,577.00		\$4,119,577.00		\$10,000,000.00		\$10,000,000.00
9816.250000X000	FCC Required Channel Reassignment	FCC Repack Required Channel Reassignment		\$2,933,833.00		\$2,933,833.00		\$2,000,000.00		\$2,000,000.00

FY 2020-2021 Agency Accountability Report

Legal Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the
ETV COMMISSION

Description	Purpose	Law Number	Jurisdiction	Type	Notes
SCETV: Grants/Contribution Carry Forward	Requires a service	8.1	State	Proviso	SCETV
SCETV: Spectrum Auction	Requires a service	8.2	State	Proviso	SCETV
SCETV: Antenna and Tower Replacement	Requires a service	8.3	State	Proviso	SCETV
SCETV: Wireless Communications Tower	Report our agency must/may provide	8.4	State	Proviso	Statewide tower and antenna/wireless communications industry, General Assembly
DOA: Sale of Surplus Real Property	Report our agency must/may provide	93.8	State	Proviso	SCETV
GP: School Technology Initiative	Requires a service	117.27	State	Proviso	School Districts
GP: Broadband Spectrum Lease	Report our agency must/may provide	117.76	State	Proviso	SCETV
SDE-EIA: Reading	Report our agency must/may provide	1A.23	State	Proviso	SC Department of Education and School Districts
SDE-EIA: SCETV Teacher Training/Support	Report our agency must/may provide	1A.35	State	Proviso	SC Department of Education and Education Oversight Committee
SDE-EIA: EOC Partnerships for Innovation	Report our agency must/may provide	1A.41	State	Proviso	Education Oversight Committee, State Agencies, Boards like SCETV Commission, businesses, and higher education institutions, and General Assembly
Digital Learning Plan	Requires a service	1A.69	State	Proviso	
Communications Compliance Act establishes Corporation of Public Broadcasting	Requires a service	47 U.S.C. Section 396	Federal	Statute	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users
Creates SCETV Commission	Requires a service	Section 59-7-10	State	Statute	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users
Creates SCETV Commission Advisory Committees	Requires a service	Section 59-7-20	State	Statute	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users
Authorizes per diem for Commission members	Requires a service	Section 59-7-30	State	Statute	SCETV Commission
Studies and reports; cooperation of state agencies; acquisition of property	Report our agency must/may provide	Section 59-7-40	State	Statute	SC Department of Education, School Districts, Governor, and General Assembly
Authorizes acceptance of contributions and sale or lease of facilities.	Requires a service	Section 59-7-50	State	Statute	SCETV
Assures educational textbooks used by SCETV align with state standards.	Requires a service	Section 59-7-60	State	Statute	SC Department of Education, School Districts, Governor, and General Assembly
Telecommunication-Federal Communications Commission (FCC)	Requires a service	Title 47 C.F.R. Chapter I	Federal	Regulation	Radio, Television, and Wire, Satellite, and Cable Communications Industry and Users

FY 2020-2021 Agency Accountability Report
Services Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the

ETV COMMISSION

Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Emergency preparedness alerts and infrastructure to deliver messages	All South Carolina citizens, Emergency service organizations, i.e., SLED, EMD, local area broadcasters	South Carolina Agencies	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration, Transmission & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	No access to emergency alerting around the state through our broadcast of TV and radio.
Content for Television and Web	All South Carolina residents	SC education agencies, community partners, donors	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.
Streaming web coverage of the S.C. Supreme Court hearings; http://www.judicial.state.sc.us/SCvideo/	All South Carolina residents and legislative entities	State and federal legislative agencies	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Public access to South Carolina hearings would no longer be available.
Pre-K 12 Content and teacher professional development	Families of children grades PreK-12, active and retired educators	South Carolina Citizens, South Carolina Districts and Schools, South Carolina Childcare Facilities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Less access to free or affordable high-quality professional development and recertification offerings for districts and educators.
Statewide awareness of industry initiatives	All South Carolina residents and business/industry partners.	South Carolina Chamber of Commerce, South Carolina Technical College System, South Carolina Department of Employment and Workforce, other workforce and community-centered agencies.	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely updates on South Carolina resources and initiatives would not be available.
TV and Radio Content	All South Carolina residents	South Carolina agencies, community partners, donors	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	Internal Administration	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.

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ETV COMMISSION

Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Awareness and outreach	All South Carolina citizens, SC education agencies, education partners, educators and caregivers i.e., South Carolina Association of School Administrators, SC First Steps, Richland County Recreation Commission, Select Health, Roper Mountain Science Center	South Carolina Citizens, South Carolina Agencies, Partner Organizations	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Less public access to content, services, and resources.
Web, television, and radio features on initiatives impacting local governments and public education	All South Carolina residents, SC education agencies, community partners	South Carolina agencies, South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Internal Administration	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely updates on South Carolina resources and initiatives would not be available. Connections to the education and legislative communities would be limited.
Statewide infrastructure to support the Governor's Office and agencies that provide emergency preparedness	EMD, Governor's Office, SLED	South Carolina Agencies	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely alerts from the Governor's Office or EMD will not be distributed out to South Carolinians.
Television and radio broadcast and web support for emergency preparedness and transparency	All South Carolina citizens, Emergency service organizations, i.e., SLED, EMD, local area broadcasters	South Carolina Agencies	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely alerts from the Governor's Office or EMD will not be distributed out to South Carolinians.
Television and radio broadcast and web support for emergency preparedness and transparency	All South Carolina citizens, Emergency service organizations, i.e., SLED, EMD, local area broadcasters	South Carolina Agencies	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Transmissions & Reception	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely alerts from the Governor's Office or EMD will not be distributed out to South Carolinians.
TV and Radio Content	All South Carolina residents	South Carolina agencies, community partners, donors	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	Communications	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.

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Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Pre-K 12 Content (including K-12 educational modules that meet S.C. curriculum standards) and teacher professional development	Children grades Pre-K - 12, active, retired, and pre-service educators, early learning educators and caregivers, community and homeschool educators	South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Public Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Less access to free or affordable high-quality professional development and recertification offerings for districts and educators.
Web, television, and radio features on initiatives	All South Carolina citizens, SC education agencies, education partners, educators and caregivers, i.e. SCASA, SC Palmetto Teachers Association, and SC Home-School Association	South Carolina citizens, South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Public Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely updates on South Carolina resources and initiatives would not be available.
Web, television, and radio features on initiatives	Examples include SC Association of Independent Colleges, SC Technical Education System, and 4-year public colleges and universities throughout the state	South Carolina citizens, South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Higher Education	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Timely updates on South Carolina resources and initiatives would not be available.
TV and Radio Content	All South Carolina residents	South Carolina agencies, community partners, donors	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	Radio Content	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.
S.C. Business Review	Small and large businesses that impact economic development including but not limited to education, economic development, and arts/cultural	South Carolina agencies, community partners	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Radio Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to timely business updates and stories relevant to the business community.
Content for Television and Web	All South Carolina residents	South Carolina agencies, community partners, donors	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	Television Content	Citizens of SC who watch or listen to ETV for educational media (i.e., TV, radio, or web), entertainment and/or learning	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.
Streaming and television broadcast and web coverage	All South Carolina residents	South Carolina agencies, community partners, donors	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Television Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to timely updates related to emergency preparedness and governmental transparency. There would be limited access to South Carolina stories and national PBS/NPR content.

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Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Online training	South Carolina educators and families	South Carolina agencies, South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Television Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina educators and families would have limited knowledge and access to South Carolina specific educational resources and services.
Content for Television and Web	All South Carolina residents	South Carolina agencies, community partners, donors	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Television Content	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.
Streaming services/Web distribution	South Carolina residents, communities, and business/industry partners	South Carolina agencies, legislative entities, donors, educational partners	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Local & Transparency	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents who use streaming and web as their primary source of information would not be able to access PBS, NPR, and other local South Carolina news/content.
Television Broadcast and Web Streaming	All South Carolina residents	South Carolina agencies, legislative entities, donors, educational partners	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Local & Transparency	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to PBS, NPR, and local South Carolina stories.
Streaming and television broadcast and web coverage	All South Carolina residents	South Carolina agencies, legislative entities, donors, educational partners	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Local & Transparency	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents who use streaming and web as their primary source of information would not be able to access PBS, NPR, and other local South Carolina news/content.
Diverse Educational Platforms Content Development; Work Force Development projects that support statewide employment initiatives	Small and large businesses that impact economic development including but not limited to education, economic development, and arts/cultural	South Carolina Chamber of Commerce, South Carolina Technical College System, South Carolina Department of Employment and Workforce, other workforce and community-centered agencies.	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Enterprise	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina educators and families would not have access to South Carolina specific educational resources and services.

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Description of Service	Description of Direct Customer	Customer Name	Others Impacted By the Service	Agency unit providing the service	Description of agency unit	Primary negative impact if service not provided
Live News Shots; Informational Video; Transparency-Local Government; Television Broadcast Programming; Image Videos; Television Broadcast Segments; Public Awareness Videos and Broadcast Segments	South Carolina residents, legislative partners, other public media/communications partners	South Carolina agencies, legislative entities, donors, educational partners	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Enterprise	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to timely updates related to emergency preparedness and governmental transparency. There would be limited access to South Carolina stories and national PBS/NPR content.
Public Information and Community Engagement	Small and large professional organizations that impact economic development including but not limited to education, economic development, and arts/cultural	South Carolina citizens, South Carolina educators, South Carolina School Districts and Schools, Colleges and Universities	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	Enterprise	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	South Carolina residents would not have access to timely updates related to emergency preparedness, educational resources/services, and governmental transparency. There would be limited access to South Carolina stories and national PBS/NPR content.
datacasting	K-12 students	SC school districts				
At Home Learning	K-12 students, educators, families	South Carolinians				

Agency Partnerships Responses:

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ETV COMMISSION

Name of Partner Entity	Type of Partner Entity	Description of Partnership
Afterschool Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
American Public Television System	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Arts in Basic Curriculum	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Benedict College	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Catesby Trust	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Center for Educator Recruitment, Retention, and Advancement (CERRA)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Charlestowne Landing	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Clemson University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
College of Charleston	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Colonial Dames	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Columbia College	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Columbia Museum of Art	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Columbia Police Department	Local Government	Provides the infrastructure for agencies and others to share information.
Community Councils/Foundations	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
ConnectSC	State Government	Provides the infrastructure for agencies and others to share information.
Converse College	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Corporation for Public Broadcasting (CPB)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Department of Homeland Security	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
Dillon 4 School District	K-12 Education Institute	datacasting pilot partner
Educational Organizations/Associations	Non-Governmental Organization	Meets regularly with and works collaboratively to identify training needs. Also, develops program concepts, produces video features, and markets programs to users statewide.
Edventure	Private Business Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Endowment TeacherStep	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
ETV Endowment of SC	Non-Governmental Organization	Conducts meetings with ETV to assess progress in meeting goals.
Fairfield School District	K-12 Education Institute	datacasting pilot partner
Federal Emergency Management Agency	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.
First Steps	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Francis Marion University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Furman University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Future Minds	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Google Analytics	Private Business Organization	Incorporated data for monthly updates for management and ETV Commission presentations.
Head Start	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Historic Columbia	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Hobcaw Barony - The Belle W. Baruch Foundation	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Humanities Council of SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Jasper School District	K-12 Education Institute	datacasting pilot partner
K-12 School Technology Initiative	State Government	Provides the infrastructure for agencies and others to share information.
Lander University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Lexington County Police Department	Local Government	Provides the infrastructure for agencies and others to share information.
Media Literacy Clearinghouse	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Medical University of South Carolina - PICO	State Government	Works with federal agencies (including Energy and the Department of Defense to develop outreach and communication initiatives to address health care disparities, environmental justice issues, energy security, access to sustainable health care for the military and resiliency
NASA	State Government	Provides the infrastructure for agencies and others to share information.
National EBS Association	State Government	Provides the infrastructure for agencies and others to share information.

These responses were submitted for the FY 2020-2021 Accountability Report by the

ETV COMMISSION

Name of Partner Entity	Type of Partner Entity	Description of Partnership
National Oceanic and Atmospheric	Federal Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
National Park Service	Federal Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
National Parks	State Government	Provides the infrastructure for agencies and others to share information.
National Public Radio (NPR)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
NETA	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Office of State Fire Marshal	State Government	Provides the infrastructure for agencies and others to share information.
Olde English Consortium	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Open Source 101 Initiative	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
ORS	State Government	Allendale broadband project
Palmetto PreK	Non-Governmental Organization	Meets regularly with and works collaboratively to identify training needs. Also, develops program concepts, produces video features, and markets programs to users statewide.
Palmetto Teachers Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
PBS LearningMedia and Teacherline	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Public Broadcasting Service (PBS)	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Richland County Public Library	State Government	Provides the infrastructure for agencies and others to share information.
Richland County Recreation Commission	Local Government	Provides the infrastructure for agencies and others to share information.
Richland County Sherriff's Department	Local Government	Provides the infrastructure for agencies and others to share information.
Riverbanks Zoo	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
S2TEM Centers SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Arts Commission	State Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Association for Educational Technology (EdTech)	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Association of School Administrators	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Business Education Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Center for Fathers and Families	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Civil Air Patrol	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
SC Commission on Higher Education	State Government	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Council on Competitiveness	Non-Governmental Organization	Provides the infrastructure for agencies and others to share information.
SC Criminal Justice Academy	State Government	Meets regularly to market programs and issue certifications.
SC Department of Administration	State Government	Provides the infrastructure for agencies and others to share information.
SC Department of Education	State Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program concepts, produces video features and markets programs to users statewide.
SC Department of Natural Resources	State Government	Provides the infrastructure for agencies and others to share information.
SC Department of Transportation	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff.
SC Early Childhood Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Economics	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Education Oversight Committee	State Government	Promotes resources, identifies customer needs creates packages to meet their needs, develops program concepts, produces video features, and markets programs to users statewide.
SC Emergency Management Division (EMD)	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
SC Farm Bureau	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Fire Academy	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Governor's Office	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
SC Hall of Fame	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Healthcare Emergency Amateur Radio	State Government	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.
SC Independent Schools Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Legislature and Legislative Services	State Government	Provides streaming annually during general session.

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ETV COMMISSION

Name of Partner Entity	Type of Partner Entity	Description of Partnership
SC Municipal Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Museum of Archive and History	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC National Heritage Corridor	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Public Service Commission	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Research Authority	Private Business Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC School Board Association	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC Science Education Leadership Association	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC State Human Resources	State Government	Maintains performance records to meet state HRD standards.
SC State Law Enforcement Division (SLED)	State Government	Meets regularly to market programs and issue certifications. Also, provides the infrastructure for agencies and others to share information.
SC State Library	State Government	Provides the infrastructure for agencies and others to share information.
SC State Museum	State Government	Provides the infrastructure for agencies and others to share information.
SC State Parks	State Government	Provides the infrastructure for agencies and others to share information.
SC Supreme Court	State Government	Provides streaming annually during general session.
SC Supreme Court	State Government	Provides the infrastructure for agencies and others to share information.
SC Technical College System	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
SC Telehealth Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
SC TRIO	Federal Government	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
School Districts	Local Government	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals. Also, develops program concepts, produces video features and markets programs to users statewide.
Social Emotional Learning Alliance for South Carolina	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
South Carolina Council on the Holocaust	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
South Carolina Geographic Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
South Carolina Montessori Alliance	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Spoletto Festival	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Sprint	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Telecommunication Carriers	Private Business Organization	Provides the infrastructure for agencies and others to share information.
The Riley Institute	Higher Education Institute	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Transform SC	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
University of South Carolina	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Users/Participants	Individual	Meets regularly with and works collaboratively to identify training needs, trains users, markets resources, and surveys districts/individuals.
Viewers/Listeners/Donors/Members	Individual	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
Virtus Academy	K-12 Education Institute	datacasting pilot partner
Western Piedmont Education Consortium	Non-Governmental Organization	Promotes resources, identifies customer needs and creates packages to meet their needs.
Winthrop University	Higher Education Institute	Promotes resources, identifies customer needs and creates packages to meet their needs.
Writing Improvement Network	Non-Governmental Organization	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.
WUCF	Non-Governmental Organization	Assists with sharing of community helper information in support of public safety and social/emotional learning
WUFT-University of Florida	Non-Governmental Organization	Assists with weather programming and content during weather-related emergencies
York 1 School District	K-12 Education Institute	datacasting pilot partner

FY 2020-2021 Agency Accountability Report
Reports Responses:

These responses were submitted for the FY 2020-2021 Accountability Report by the
ETV COMMISSION

Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
Agency Accountability Report	§1-1-810	The report "must contain the agency's or department's mission, objectives to accomplish the mission, and performance measures that show the degree to which objectives are being met." Agencies must "identify key program area descriptions and expenditures and link these to key financial and performance results measures."		Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online	https://admin.sc.gov/budget/accountability
Annual Financial Statements	State's General Appropriations Bill H.4100	All financial information		Annually	South Carolina state agency or agencies	Available on agency's website	https://scetv.org/about/annual-reports
CPB Local Impact Report	N/A	Network report on local impact services to the state		Annually	Other	Available on agency's website	http://www.scetv.org/about/annual-reports
EEO	Section 1-13-110 of the South Carolina Code of Laws of 1976	Each State agency shall develop an Affirmative Action Plan to assure equitable employment for members of minorities (race and sex) and shall present such Plans to the Human Affairs Commission. On or before February 1 of each year, the Human Affairs Commission shall submit a report to the General Assembly concerning the status of the Affirmative Action Plans of all State agencies. If any Affirmative Action Plans have been disapproved, the report shall contain the reasons for such disapproval. If the General Assembly takes no action within sixty (60) days on those Plans which have been disapproved, the action of the Human Affairs Commission shall be final		Annually	South Carolina state agency or agencies	Available on another website	https://www.scstatehouse.gov/reports/HumanAffairsCommission/2021%20Report%20to%20General%20Assembly.pdf

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Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
EEOC Annual Report/Mid-Term	Proviso 117.13 of the State Appropriations Act	recruit, hire, train, and promote employees without discrimination because of race, color, sex, national origin, age, religion or physical disability. This policy is to apply to all levels and phases of personnel within state government, including but not limited to recruiting, hiring, compensation, benefits, promotions, transfers, layoffs, recalls from layoffs, and educational, social, or recreational programs. It is the policy of the State to take affirmative action to remove the disparate effects of past discrimination, if any, because of race, color, sex, national origin, age, religion or physical disability. Each state agency shall submit to the State Human Affairs Commission employment and filled vacancy data by race and sex by October thirty-first, of each year. In accordance with Section 1-13-110 of the 1976 Code, as amended, the Human Affairs Commission shall submit a report on the status of state agencies Affirmative Action Plans and Programs to the General Assembly by February first each year. This report shall contain the total number of persons employed in each job group, by race and sex, at the end of the preceding reporting period, a breakdown by race and sex of those hired or promoted from within the agency during the reporting period, and an indication of whether affirmative action goals were achieved. For each job group referenced in the Human Affairs report, where the hiring of personnel does not reflect the		Annually	Entity within federal government	Available on another website	www.fcc.gov/reports-research
EOC-EIA Program Report	1A.41	Program and budget information for EIA funds to SCETV		Annually	South Carolina state agency or agencies	Available on another website	www.eoc.sc.gov/reportsandpublications/Pages/default.aspx

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Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
FCC Adverse Adjudications Report	Section 1.65 of the FCC's Rules (47 C.F.R. § 1.65)	requires all broadcast station licensees to report annually to the FCC on any adverse finding or adverse final action taken by any court or administrative body that involves conduct bearing on the licensee's character qualifications. If a report is required, it shall be filed on the anniversary of the date that the licensee's renewal application is required to be filed (August 1st for SCETV stations). Permittees and licensees bear the obligation to make diligent, good faith efforts to become knowledgeable of any such reportable adjudicated misconduct. The terms adverse finding and adverse final action include adjudications made by an ultimate trier of fact, whether a government agency or court, but do not include factual determinations which are subject to review de novo unless the time for taking such review has expired under the relevant procedural rules.		Annually	Entity within federal government	Available on another website	https://publicfiles.fcc.gov/
FCC Biennial Ownership Report	Section 73.3615(d) of the FCC's Rules (47 C.F.R. § 73.3615(d))	requires all noncommercial educational broadcast stations to file an ownership report on FCC Form 323-E every two years, by December 1 in all odd-numbered years. Amongst other information, this report must include the names of and certain information regarding each board member and officer of the entity that holds the license for the broadcast station		Every Two years	Entity within federal government	Available on another website	https://publicfiles.fcc.gov/tv-profile/wrlk-tv/ownership-reports/
FCC Community Issues	Section 73.3527(e)(8) of the FCC's Rules (47 C.F.R. § 73.3527(e)(8))	requires all noncommercial educational broadcast stations to submit, via their online public inspection files, a list of programs that have provided the station's most significant treatment of community issues during the preceding three month period. The list shall include a brief narrative describing what issues were given significant treatment and the programming that provided this treatment (including, but not be limited to, the time, date, duration, and title of each program in which the issue was treated)		Quarterly	Entity within federal government	Available on another website	https://publicfiles.fcc.gov/tv-profile/wrlk-tv/issues-and-programs-lists/6290af53-3cfd-45db-8581-b3700a031dee/

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Report Name	Law Number (If required)	Summary of Information Requested in the Report	Most Recent Submission Date	Reporting Frequency	Type of Entity	Method to Access the Report	Direct access hyperlink or agency contact
FCC EEO Report	Section 73.2080(c)(6) of the FCC's Rules (47 C.F.R. § 73. 2080(c)(6))	requires all broadcast stations employment units with five (5) or more full-time station employees to file annually, via their online public inspection file and station website, an annual report on Equal Employment Opportunity. This report is due by the anniversary of the date a station is due to file its renewal application (August 1st for SCETV stations). This annual EEO public file report must include: (i) a list of all full-time vacancies filled by the station's employment unit during the preceding year, identified by job title; (ii) for each such vacancy, the recruitment source(s) utilized to fill the vacancy, identified by name, address, contact person and telephone number; (iii) the recruitment source that referred the hiree for each full-time vacancy during the preceding year; (iv) data reflecting the total number of persons interviewed for full-time vacancies during the preceding year and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and (v) a list and brief description of supplemental employment outreach initiatives undertaken pursuant to FCC requirements during the preceding year.		Annually	Entity within federal government	Available on agency's website	https://www.scetv.org/about/annual-reports
K-12 School Technology Initiative Progress Report	Proviso 117.27	Provide SCETV Programming services funded by K-12 Technology Initiative budget		Annually	Other	Available on another website	https://sck12technit.sc.gov/publications
Spectrum Fund Report	Proviso 8.2 and Section 117.76 of the State Appropriations Act	Retain and expend funds received pursuant to the lease for agency operations		Annually	Legislative entity or entities AND South Carolina state agency or agencies	Electronic copy available upon request	finance@scetv.org
Standards Aligned System (SAS)	N/A	Agency information related to human resources, content, and education		Annually	Other	Electronic copy available upon request	finance@scetv.org
Station Activities Benchmarking Study (SABS)	N/A	Financial information		Annually	Other	Electronic copy available upon request	finance@scetv.org

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Wireless Communications Tower Revenue	Proviso 8.4 and Section 117.76 of the State Appropriations Act	Revenue collected and disbursed		Annually	Legislative entity or entities	Provided to LSA for posting online	finance@scetv.org
Workers Comp Report	42-19-10	Record and Report of injuries		Annually	South Carolina state agency or agencies	Electronic copy available upon request	HR Director