2025 Annual Accountability Report

Educational Television Commission

Agency Code: H670

Table of Contents

Agency's Discussion and Analysis 1

Agency Organization Chart 7

Reorganization and Compliance 8

Strategic Plan Results 10

Strategic Plan Development 13

Budget Data 17

Legal Data 18

Services Data.....20

Partnerships Data.....24

Reports Data 40

Submission Form.....43

AGENCY NAME:	South Carolina Educational Television Commission		
AGENCY CODE:	H670	SECTION:	008

AGENCY'S DISCUSSION AND ANALYSIS

Agency overview

SCETV and Public Radio amplify South Carolina voices, provide educational experiences, and strengthen communities. The network is well-known and respected in South Carolina and nationally for locally-driven content, quality educational services, and support of transparency among state government entities.

The origins of SCETV and Public Radio trace back to 1957 when the South Carolina General Assembly passed a concurrent resolution calling for a study of the use of television in public schools. Starting as a small pilot project at a Columbia high school, SCETV and Public Radio now operate a statewide network of 11 non-commercial and educational television stations and eight radio stations housed at the headquarters in Columbia and at regional studios in Beaufort, Sumter, Spartanburg, and Rock Hill.

The SCETV Commission governs the work of the network and must comply with state and federal regulations and requirements. Through the relationship with the ETV Endowment of South Carolina, SCETV and Public Radio engage with audiences and donors around programming to generate financial support.

SCETV is both a public media organization and a state agency with a legislative mandate. That means the agency has the responsibility to tell stories that connect people, while also supporting transparency in government, advancing education, and serving as a trusted voice in times of emergency. To meet the mission set out for SCETV and Public Radio, the agency must be solvent, resilient and relevant.

Fiscal stability

When discussions began in January 2025 in Washington about the possibility of cuts to federal funding for public media, the team at SCETV and Public Radio had already started preparing. Thanks to consistent support from the South Carolina General Assembly, the members of the ETV Endowment, and a diverse mix of other revenue sources, SCETV has a solid foundation and the flexibility to adapt. As federal funding challenges continue on the national level, the leadership at SCETV and Public Radio are making real-time, data-driven adjustments to remain financially strong and well-positioned to continue serving South Carolinians with minimal interruption.

Over the course of the year, the agency leadership worked on a state budget re-alignment that resulted in an increase in department level accountability for budgeting and increased automation for many financial and Human Resources functions. A state budget proviso prompted an in-depth evaluation of funding sources for FTE positions resulting in a plan to request a move of the remaining 75 FTEs in other funds back to state funding in 25-26. These positions were left in "other funds" following a move in 2022 to return SCETV funding to its own budget section after being moved to EIA funds in 2011.

New approaches to mission alignment through increased internal collaboration and data driven decisions

When SCETV's president arrived on the job in August of 2023, the agency was functioning in a relatively traditional siloed work environment. While this type of org chart and management approach had worked well in the past, the rapidly changing media landscape coupled with lightning-fast technology advances, shifting funding sources and new approaches to education in the state, the agency's focus has moved to a leadership approach of mission alignment through internal collaboration supported by data to ensure measurable decision-making at every level.

An example of this new internal collaboration is the new content strategy shared by SCETV and Public Radio that shines a light on local stories, expands educational reach, and builds deeper relationships in communities across the state. These efforts support the fact that SCETV and Public Radio are not just a broadcaster, but a trusted partner for South Carolina.

In FY24-25, SCETV and Public Radio made strategic changes to expand local programming focused on increasing government transparency and expanding local news and public affairs. Hiring decisions in the news and public affairs area reflected these priorities that were driven by research and data that indicated South Carolinians count on SCETV and Public Radio as a trusted source of news and information about their communities and wanted more programming to meet those needs.

In addition, funding from the General Assembly in FY24-25, SCETV made a major step possible around government transparency with additional equipment and staffing for Blatt and Gressette meeting rooms to further expand the public's access to legislative proceedings.

In FY24-25, SCETV doubled down on its focus on data-driven decision-making by hiring a dedicated research analyst who has worked with every agency department and program to identify realistic accountabilities and long-term metrics that guide the agency's priorities for budget and programs. This approach becomes even more important as the agency looks to the future to strengthen and expand its role to ensure transparency in government, support new education services, and serve as a trusted voice in times of emergency by building on a legacy while adapting to the needs of today's audiences.

In FY24 – 25, SCETV and Public Radio also updated its organizational structure as part of realigning its budget and re-evaluating its FTE funding sources to better support the goal of collaboration among departments, programmatic areas, and job functions.

Newly aligned programmatic areas

The newly aligned programmatic areas are outlined below with highlights as examples to illustrate the year's many successes:

Education/Content

In the past, the Education and Content areas have functioned in silos without day-to-day collaboration to ensure maximum intersections of all content produced. In FY24-25, both of these areas are reporting to the agency's deputy director who is laser focused on ensuring all content is produced and formatted for the widest possible audiences in the most cost effective ways.

These two areas are now in lockstep to ensure all content – whether it is audio or video, for news or classrooms, for TV broadcast or community engagement – gets maximum exposure across all platforms. Data dashboards are now in place to measure engagement, reach and results.

Examples of internal education/content collaborations include the following:

Expanded news, public affairs and transparency - SCETV and Public Radio made strategic changes to expand local programming focused on increasing government transparency and expanding local news and public affairs. This success was the result of collaboration across all programmatic areas. Hiring decisions due to this expanded service reflected agency priorities that were driven by research and data that indicated South Carolinians count on SCETV and Public Radio as a trusted source of news and information about their communities and wanted more programming to meet those needs.

Launch of the new MediaScape studio located in the ETV headquarters building in Columbia - This studio is a hands-on interactive learning space for South Carolina students to explore the world of television and digital production. The studio features a large screen, podcast suite, production equipment, greenscreen, and so much more. This intersection of media and education is a prime example of how SCETV's mission alignment between content and education is making a difference for South Carolina students and teachers. This space also illustrates a financial partnership as the space was funded in partnership with the K-12 Technology initiative funded by the General Assembly.

Never Forgotten: The Emanuel Nine - In honor of the 10th anniversary of the tragic shooting at Mother Emanuel AME Church in Charleston, SCETV and Public Radio led a comprehensive, multimedia initiative branded as *Never Forgotten: The Emanuel Nine*. Through stories, education, community events and media programming, the initiative aims to ensure the victims are remembered, the impact is recognized, and community healing continues. Components include the following:

- A television special on June 19
- A community storytelling initiative, *Voices Collected*, to preserve the voices and memories connected to the Emanuel Nine and place emphasis on healing, legacy, and impact. SCETV invited South Carolinians and others around the country to share reflections and memories online or in-person at scheduled events.
- News reports and features through programs like *This Week in South Carolina* and the *South Carolina Lede* honored the lives lost and explored the continued work of justice and reconciliation.

Outreach/engagement

Keeping a pulse on what audiences want and identifying ways to reach them where they are in their communities has been a priority this year. Working closely with the Content and Education Teams, the Outreach and Engagement teams are using multiple platforms including strategic social media, digital storytelling, community events, and partnerships to ensure SCETV and Public Radio services are reaching every South Carolinian in their own communities.

Examples of outreach/engagement activities include the following:

Newly re-activated Community Advisory Council - The Council is a group of community leaders, multidisciplinary experts, and interested citizens who support the ETV Commission and staff in carrying out the mission of South Carolina ETV and Public Radio. SCETV's enabling legislation requires the establishment of advisory councils. The council of 23 members meets quarterly to provide valuable insight and direction across business sectors from all over South Carolina.

Ken Burns educational and outreach visit - In May, PBS documentarian Ken Burns visited Charleston ahead of the debut of his much-anticipated documentary about the Revolutionary War. SCETV partnered with SC 250, the College of Charleston and the ETV Endowment to host Burns for a day of engagement with local middle and high school students before a public event that included a Burns presentation at the College of Charleston followed by an interactive discussion that was later used for public programming and educational content.

Be My Neighbor Day - SCETV hosted its second Be My Neighbor Day on March 15 at the SC Children's Theater in Greenville, SC and engaged more than 325 members of early learning families**.** Performing partners included Greenville County Library System, SC Department of Natural Resources, SC Children's Theater, Goldfish Swim School, and the Family Drum Circle. In addition to live performances and engagement, attendees participated in a community care project, coordinated in collaboration with United Way of Greenville. Via the project, more than 50 families who had been re-housed after experiencing homelessness received Welcome Home kits, consisting of hygiene items, household items, school supplies, children's books, educational toys, and a note of encouragement.

Engineering/IT/Facilities

These three areas support all agency functions and are now intentionally integrated into every content or education project that is created. These areas provide infrastructure and technology support to ensure the efficient functioning and safety of staff and visitors.

This progress toward collaboration and agency-wide integrations demonstrates how closely interconnected departments are in advancing the mission. For example, Engineering's efforts to acquire, install, and modernize technology directly support content creation teams, ensuring that programming reflects the voices and stories of South Carolina. Aligning infrastructure upgrades

with production needs strengthens collaboration across regions and creates a unified pathway to deliver high-quality, statewide content.

In FY24-25, the facilities team completed the second of three phases of replacing the aging network HVAC system. This was possible due to a commitment by the General Assembly to fund this project over three fiscal years.

Thanks to one-time state funding, updates to the network's regional stations are underway. The Engineering team continued to move ahead with plans to relocate the Sumter station to a new facility in downtown Sumter thanks to a state appropriation, a partnership with USC-Sumter and land arrangement with the City of Sumter. Working with the state engineer, the Joint Bond Review Committee and other state agencies, the approval process continues to move this project to reality.

The ETV Lowcountry (Beaufort) update is complete. ETV Carolinas (Rock Hill) installation has begun. Once ETV Upstate (Spartanburg) construction work is completed, equipment will be installed.

Admin (IT/Finance)

Budget re-alignment and FTE re-evaluation were at the heart of a new approach to fiscal solvency in FY24-25. Over the course of the year, SCETV and Public Radio closely re-evaluated its budget structure and took on a major budget re-alignment to better reflect the realities of the agency's services to South Carolina.

In addition to this re-alignment of state funds, the agency also re-evaluated its approach to on-air fundraising. Entrepreneurial revenue increased by 5 percent year-over-year, offsetting state appropriations and diversifying the agency's financial base. The agency implemented new budget tracking tools and reporting practices, ensuring clearer alignment between appropriated funds and outcomes.

Savings from re-alignment will be redirected to mission-critical areas such as emergency alerting partnerships, statewide content expansion, and digital innovation. New approaches to on-air fundraising were piloted that emphasized community engagement and digital giving, resulting in an increase in first-time donors and more sustainable revenue models.

Risk Assessment and Mitigation Strategies

SCETV's greatest risks that could impact the public are primarily related to technology failure – both physical plant failure and cyber risks. While the agency has multiple back-up plans in place to continue service if a technology failure occurs, the potential loss of transmission capacity due to a technology failure could impact public safety during an emergency. Over the past five years, SCETV's legislative budget request has included priority items that will allow the agency to upgrade old and failing equipment and increase both physical and cyber security at all sites.

Another significant risk facing SCETV is the potential reduction or loss of state funding, which currently plays a crucial role in sustaining its operations. If those appropriations decline or fail to materialize, the network could face interruptions in services, hindering its ability to deliver educational programming, emergency communications, and public media across the state.

Conclusion

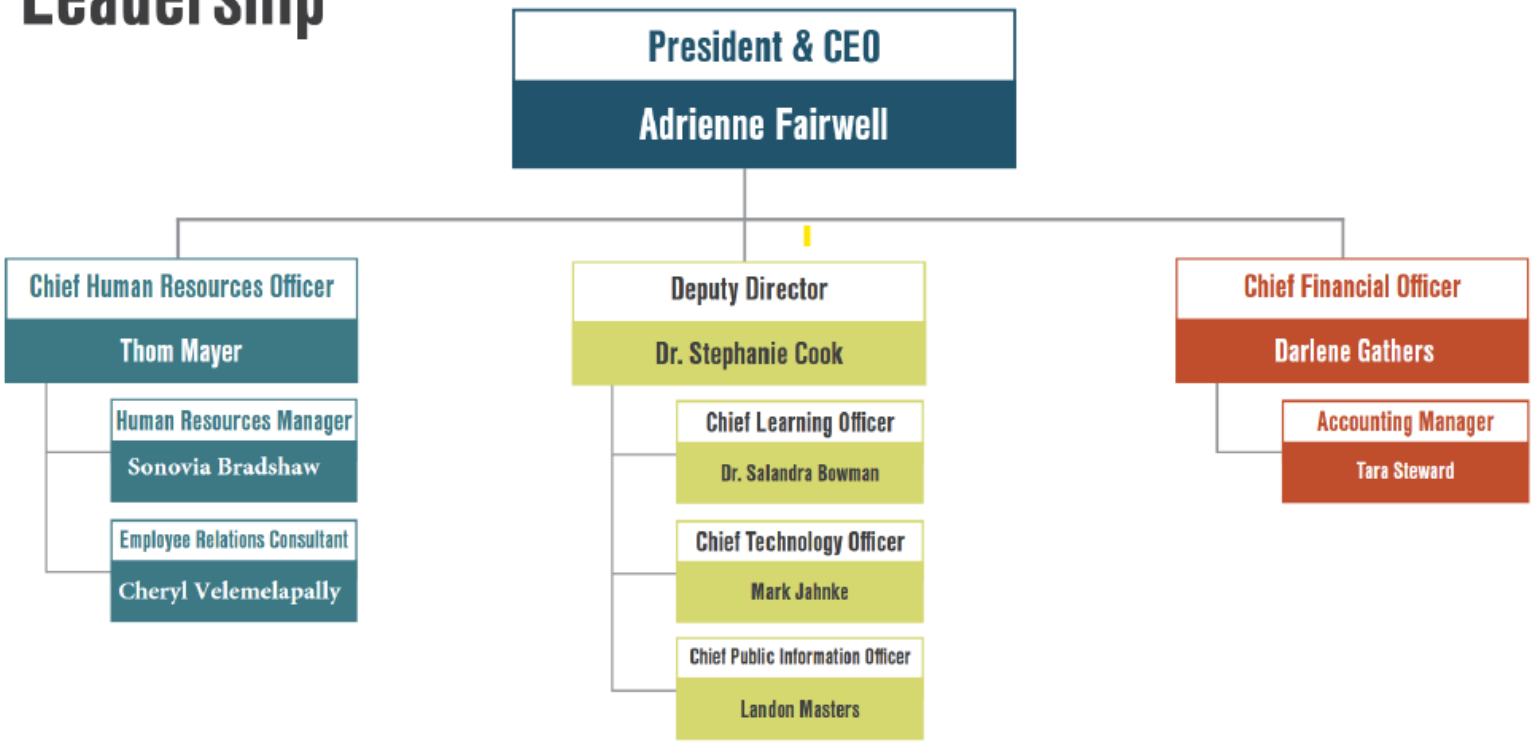
Based on performance measures, SCETV has met and exceeded the agency's goals.

SCETV and Public Radio are a valued and trusted resource in 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 and Public Radio are recognized as a center of distinction for the region and the nation, providing crucial information and education to the communities it serves.

Descriptions of SCETV and Public Radio's specific content accomplishments in FY24-25 are available in the agency's Local Content Report available at the QR code below:

AGENCY NAME:	South Carolina Educational Television Commission		
AGENCY CODE:	H670	SECTION:	008

Organization Leadership



FTEs

TOTAL: 154.2 FILLED: 141 VACANT: 13.2

etv | public radio

2025 Reorganization and Compliance

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Primary Contact

First Name	Last Name	Role/Title	Email Address	Phone
Adrienne	Fairwell	President and CEO	afairwell@scetv.org	803.737.3240

Secondary Contact

First Name	Last Name	Role/Title	Email Address	Phone
Stephanie	Cook	Assistant General Manager	scook@scetv.org	803.737.3528

Agency Mission	**Adopted in:**	**2022**

SCETV amplifies South Carolina voices, provides education experiences and strengthens communities

Agency Vision	**Adopted in:**	**2022**

A stronger, more connected and informed SC

Recommendations for reorganization requiring legislative change:

None

Agency intentions for other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in the succeeding fiscal year:

Continue to align staff with new budget reorganization

Significant events related to the agency that occurred in FY2025

Description of Event	Start	End	Agency Measures Impacted	Other Impacts
Discussions and preparation for Rescission package	January	June		Impacts all areas of the agency
Review of FTE vacancies	July	June	1.1.1	
Budget realignment to better reflect agency priorities	July	June		Impacts all areas of the agency

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).	Yes
Reason agency is out of compliance: (if applicable)	
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. § 30-1-10 through 30-1-180) 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
Law number(s) which gives the agency the authority to promulgate regulations:	
Has the agency promulgated any regulations?	No
Is the agency in compliance with S.C. Code Ann. § 1-23-120 (J), which requires an agency to conduct a formal review of its regulations every five years?	No
(End of Reorganization and Compliance Section)	

FY2025

Strategic Plan Results

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Goal 1 Maintain a skilled and talented workforce that can adapt and evolve

Goal 2 Empower people to solve issues, think big and make our work better

Goal 3 Utilize workflows and technology to maximize resouce allocation, content quality and reach

Goal 4 Expand the impact of content through engagment opportunities

Goal 5 Increase role and reputation associated with Emergency Management, Public Safey partners

Goal 6 Explore, understand and communicate emerging technology applications

Goal 7 Support sustainability efforts with increased revenue amounts and sources, and compliance with regulatory expectations and practices

Goal 8 Increase brand awareness and recognition

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
1.1	**Provide competitive compensation for staff**										**State Objective: Education, Training, and Human Development**			
1.1.1	Deploy pay survey every three years	NA	1	1	Count	Equal to or greater than	State Fiscal Year	single survey every three years	HR	HR Dept	SC citizens assured that staff is accurately/adequatly compensated	SC citizens; SCETV staff	0100.000000.000, 9500.050000X000	Agency accomplished analysis of employee compensation and developed and deployed a comprehensive pay planning strategy to address equity and other pay issues.
1.2	**Deploy comprehensive recruitment strategies**										**State Objective: Education, Training, and Human Development**			
1.2.1	Increase agency participation in jobs fairs	NA	25%	25%	Percent	Equal to or less than	State Fiscal Year	# of jobs fairs	HR	HR Dept	SC citizens get better information about job opportunities, SCETV gets better applicants	SC citizens; SCETV staff	0100.000000.000	
2.1	**Increase flow of information and communcation througout the organization**										**State Objective: Education, Training, and Human Development**			
2.1.1	Increase use of insider page employing plan developed in 23-24	NA	5%	100%	Percent	Equal to or greater than	State Fiscal Year	# of visits	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	2000.400000.000	
2.1.2	Increase staff engagement with biweekly email communication (measure is open rate)	NA	3%	51.58%	Percent	Equal to or greater than	State Fiscal Year	# of opens	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	0100.000000.000	
2.2	**Improve knowledge of how departments interact**										**State Objective: Education, Training, and Human Development**			
2.2.1	Increase number of inter-departmental training opportunites for staff (staff showcase, all staff retreat, etc)	2	3	3	Count	Equal to or greater than	State Fiscal Year	# of traning opportunities	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	0100.000000.000	
2.3	**Redefine measures of success for projects and initiatives based on outcomes**										**State Objective: Education, Training, and Human Development**			
2.3.1	Carry out communication plan for eDAM implementation developed in 23-24	NA	1	1	Count	Equal to or greater than	State Fiscal Year	single plan	Engineering	SCETV Insider Page	SC citizens assured SCETV resources are accurately inventoried and deployed; SCETV staff is more efficient	SC citizens; SCETV staff	2000.300100.000, 2000.400000.000, 2000.350100.000, 9812.260000X000	
3.1	**Further expand the defintion of content beyond broadcast**										**State Objective: Education, Training, and Human Development**			
3.1.1	Increase digital audience viewership	NA	2%	2%	Percent	Equal to or greater than	State Fiscal Year	# of viewers	Content	Content Dept	SC citizens and viewers are connected with others in their community who share interests, passions and knowledge	SC citizens, SCETV viewers	2000.400000.000, 2000.300100.000, 2000.350100.000	

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
3.2	**Have clear production processes that account for resource allocation and timing**										**State Objective: Education, Training, and Human Development**			
3.2.1	Develop "green light" process for content development	NA	1	1	Count	Equal to or greater than	State Fiscal Year	single plan	Content	Content Dept	SC citizens and viewer/listeners are assured of an efficient and practical process for developing contnet	SC citizens, SCETV viewers/listeners	2000.400000.000	
4.1	**Strategically integrate regional mangers into community on behalf of SCETV**										**State Objective: Education, Training, and Human Development**			
4.1.1	Host at least three events in collaboration with regional station managers	3	3	3	Count	Equal to or greater than	State Fiscal Year	# of events	Content	Content Dept	SC citizens and viewers are connected with others in their community who share interests, passions and knowledge	SC citizens, SCETV viewers	2000.400000.000, 0100.000000.000	
4.2	**Align engagement activities and educational experiences with local and national content**										**State Objective: Education, Training, and Human Development**			
4.2.1	Engage at least 5,000 Pre-K12 students through field trips, conferences, workshops, state fair, etc	52,000	55,000	40,870	Count	Equal to or greater than	State Fiscal Year	# of students	Education	Education Dept	Accessing free, standard-aligned, ad-free, state-specific educational resources provided by the agency	South Carolina educators, students, and families	2000.350100.000	
4.2.2	Increase the number of attendees at community engagement events by at least 3 percent.	NA	3%	4.09%	Percent	Equal to or greater than	State Fiscal Year	# of attendees at events	Communications	Communications Dept	Connecting with others in their community who share interests, passions and knowledge	SCETV viewers, listeners, users of online content and supporters	2000.400000.000, 0100.000000.000	
4.3	**Leverage Community Advisory Council to generate ideas, feedback and additional community connections**										**State Objective: Government and Citizens**			
4.3.1	Carry out engagement plan for Community Advisory Council created in 23-24	1	2	1	Count	Equal to or greater than	State Fiscal Year	single plan	Communications	Communications Dept	SC citizens are assured the SCETV/Public Radio programming reflects the state's interests, passions and knowledge	SC citizens	2000.400000.000, 0100.000000.000	
5.1	**Assess current and identify emerging needs of the SC Emergency Management Division and infrastructure needs**										**State Objective: Education, Training, and Human Development**			
5.1.1	Increase in the number of completed public safety training sessions by at least 5 percent.	NA	5%	5%	Percent	Equal to or greater than	State Fiscal Year	# of training sessions	Education	Education Dept	SC citizens, viewers and listeners have access to accurate weather and emergency information	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000	
5.2	**Further identify areas of application for SCEIN services**										**State Objective: Education, Training, and Human Development**			
5.2.1	Create at least 3 new educational and/or general audience assets posted to the South Carolina Emergency Information Network (SCEIN) site.	3	3	7	Count	Equal to or greater than	State Fiscal Year	# of assets posted	Content	Content Dept	SC citizens, viewers and listeners have access to accurate weather and emergency information	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000, 2000.300100.000	
5.3	**Advance technology to improve capabilties and level of services**										**State Objective: Education, Training, and Human Development**			
5.3.1	Update/install new equipment in House and Senate Buildings	NA	3	3	Count	Equal to or greater than	State Fiscal Year	single plan	Content	Content Dept	SC citizens have access to government activities	SC citizens	2000.400000.000, 2000.350100.000, 2000.300100.000, 0100.000000.000	
6.1	**Work with partner agencies and work to evaluate statewide broadband infrastructure and resources**										**State Objective: Public Infrastructure and Economic Development**			
6.1.1	Increase the number of wireless hotspot recipients by 3%	NA	3%	6.25%	Percent	Equal to or greater than	State Fiscal Year	# of hotspots	Education	Education Dept	Supplementing instructional/learning activities with high-speed Internet access	South Carolina school districts, afterschool alliances, early learning centers, and other community partners	2000.350100.000	
6.2	**Understand needs and identify opportunities for instructional deisgn with state agency partners**										**State Objective: Public Infrastructure and Economic Development**			

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
6.2.1	Provide training and recertification courses to at least 3000 individuals in virtual and face-to-face sessions.	2,500	2,750	3388	Count	Equal to or greater than	State Fiscal Year	# of people trained/recertified	Education	Education Dept	Accessing free, standard-aligned, ad-free, state-specific educational resources provided by the agency	South Carolina educators, students, and families	2000.350100.000	
6.3	**Ensure towers and infrastructure are in working order**										**State Objective: Public Infrastructure and Economic Development**			
6.3.1	Evaluate at least 5 tower leases/structural analyses.	5	2	0	Count	Equal to or greater than	State Fiscal Year	# of towers leases	Engineering	Engineering Dept	SC citizens are assured of efficient use of state resources	SC citizens	2000.300100.000	this fiscal year the agency did not have budget to analyze any towers.
7.1	**Capitalize on vertical assets**										**State Objective: Government and Citizens**			
7.1.1	Add one new tower lease	1	1	4	Count	Equal to or greater than	State Fiscal Year	# of tower leases	Engineering	Engineering Dept	SC citizens are assured of efficient use of state resources	SC citizens	2000.300100.000	
8.1	**Ensure that people recognize SCETV and associate products with its brand**										**State Objective: Government and Citizens**			
8.1.1	Increase social media reach or engagement on all platforms by at least 2 percent.	NA	2%	5.60%	Percent	Equal to or greater than	State Fiscal Year	# of engagements	Communications	Communications Dept	Viewers and listeners 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	SCETV/Public Radio viewers and listeners; SC citizens	2000.400000.000	
8.1.2	Carry out brand plan introduced in 23-24	NA	1	100.00%	Count	Equal to or greater than	State Fiscal Year	single plan	Communications	Communications Dept	Viewers and listeners 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	SCETV/Public Radio viewers and listeners; SC citizens	2000.400000.000	

FY2026

Strategic Plan Development

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Goal 1 Maintain a skilled and talented workforce that can adapt and evolve

Goal 2 Empower people to solve issues, think big and make our work better

Goal 3 Utilize workflows and technology to maximize resource allocation, content quality and reach

Goal 4 Expand the impact of content through engagement opportunities

Goal 5 Increase role and reputation associated with Emergency Management, Public Safey partners

Goal 6 Explore, understand and communicate emerging technology applications

Goal 7 Support sustainability efforts with increased revenue amounts and sources, and compliance with regulatory expectations and practices

Goal 8 Increase brand awareness and recognition

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
1.1	**Provide competitive compensation for staff**								**State Objective:**	**Education, Training, and Human Development**			
1.1.1	Deploy pay survey every three years	NA	0	Count	Equal to or greater than	Other	single survey every three years (next in FY28)	HR	HR Dept	SC citizens assured that staff is accurately/adequately compensated	SC citizens; SCETV staff	0100.000000.000, 9500.050000X000	
1.2	**Deploy comprehensive recruitment strategies**								**State Objective:**	**Education, Training, and Human Development**			
1.2.1	Increase agency participation in jobs fairs	8%	25.00%	Percent	Equal to or less than	State Fiscal Year	# of jobs fairs	HR	HR Dept	SC citizens get better information about job opportunities, SCETV gets better applicants	SC citizens; SCETV staff	0100.000000.000	
1.3	**increase agency flexibility to respond to rapidly changing technology needs with non-state-appropriated entrepreneurial dollars**								**State Objective:**	**0**			
1.3.1	Compete the process of moving remaining FTEs currently in "other funds" to state funds, pending legislative funding	75	75.2	Count	Equal to or less than	State Fiscal Year	# of FTEs moved back to General Fund after 2022 move of 75 FTEs that left 75.2 in "other funds"	HR	HR Dept	SC citizens assured that state funds are used to meet mission	SC citizens	various program areas	
2.1	**Increase flow of information and communication throughout the organization**								**State Objective:**	**Education, Training, and Human Development**			
2.1.1	Increase use of insider page	29,052	5%	Percent	Equal to or greater than	State Fiscal Year	# of visits	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	2000.400000.000	
2.1.2	Increase staff engagement with monthly email communication (measure is open rate)	NA	3%	Percent	Equal to or greater than	State Fiscal Year	# of opens	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	0100.000000.000	
2.2	**Improve knowledge of how departments interact**								**State Objective:**	**Education, Training, and Human Development**			

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
2.2.1	Increase number of inter-departmental training opportunities for staff (staff showcase, all staff retreat, etc)	3	4	Count	Equal to or greater than	State Fiscal Year	# of training opportunities	HR	HR Dept	SCETV staff is better informed about agency activities	SCETV staff	0100.000000.000	
3.1	**Further expand the definition of content beyond broadcast**									**State Objective: Education, Training, and Human Development**			
3.1.1	Increase digital audience viewership	580,000	2%	Percent	Equal to or greater than	State Fiscal Year	# of viewers	Content	Content Dept	SC citizens and viewers are connected with others in their community who share interests, passions and knowledge	SC citizens, SCETV viewers	2000.400000.000, 2000.300100.000, 2000.350100.000	
3.2	**Have clear production processes that account for resource allocation and timing**									**State Objective: Education, Training, and Human Development**			
3.2.1	Carry out final phase of content strategy plan	NA	1	Count	Equal to or greater than	State Fiscal Year	single plan	Content	Content Dept	SC citizens and viewer/listeners are assured of an efficient and practical process for developing content	SC citizens, SCETV viewers/listeners	2000.400000.000	
4.1	**Strategically integrate regional mangers into community on behalf of SCETV**									**State Objective: Education, Training, and Human Development**			
4.1.1	Host at least three events in collaboration with regional station managers	3	3	Count	Equal to or greater than	State Fiscal Year	# of events	Content	Content Dept	SC citizens and viewers are connected with others in their community who share interests, passions and knowledge	SC citizens, SCETV viewers	2000.400000.000, 0100.000000.000	
4.2	**Align engagement activities and educational experiences with local and national content**									**State Objective: Education, Training, and Human Development**			
4.2.1	Engage at least 50,000 Pre-K12 students through field trips, conferences, workshops, state fair, etc	40,000	45,000	Count	Equal to or greater than	State Fiscal Year	# of students	Education	Education Dept	Accessing free, standard-aligned, ad-free, state-specific educational resources provided by the agency	South Carolina educators, students, and families	2000.350100.000	

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
4.2.2	Increase the number of attendees at community engagement events by at least 3 percent.	NA	3%	Percent	Equal to or greater than	State Fiscal Year	# of attendees at events	Communications	Communications Dept	Connecting with others in their community who share interests, passions and knowledge	SCETV viewers, listeners, users of online content and supporters	2000.400000.000, 0100.000000.000	
4.2.3	Participate in at least three partnerships or initiatives designed to support workforce and economic development.	NA	3	Count	Equal to or greater than	State Fiscal Year	# of initiatives	Content	Content Dept	SC citizens have access to resources that support workforce and economic development	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000, 2000.300100.000, 0100.000000.000	
5.1	**Assess current and identify emerging needs of the SC Emergency Management Division and infrastructure needs**								**State Objective:**	**Education, Training, and Human Development**			
5.1.1	Increase in the number of completed public safety training sessions by at least 5 percent.	1,560	5%	Percent	Equal to or greater than	State Fiscal Year	# of training sessions	Education	Education Dept	SC citizens, viewers and listeners have access to accurate weather and emergency information	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000	
5.2	**Further identify areas of application for SCEIN services**								**State Objective:**	**Education, Training, and Human Development**			
5.2.1	Create at least 3 new educational and/or general audience assets posted to the South Carolina Emergency Information Network (SCEIN) site.	3	3	Count	Equal to or greater than	State Fiscal Year	# of assets posted	Content	Content Dept	SC citizens, viewers and listeners have access to accurate weather and emergency information	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000, 2000.300100.000	
6.1	**Work with partner agencies and work to evaluate statewide broadband infrastructure and resources**								**State Objective:**	**Public Infrastructure and Economic Development**			
6.1.1	Increase the number of wireless hotspot recipients by 3%	510	3%	Percent	Equal to or greater than	State Fiscal Year	# of hotspots	Education	Education Dept	Supplementing instructional/learning activities with high-speed Internet access	South Carolina school districts, afterschool alliances, early learning centers, and other community partners	2000.350100.000	
6.2	**Understand needs and identify opportunities for instructional design with state agency partners**								**State Objective:**	**Public Infrastructure and Economic Development**			

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
6.2.1	Increase training and recertification courses in virtual and face-to-face sessions.	3,388	3,490	Count	Equal to or greater than	State Fiscal Year	# of people trained/recertified	Education	Education Dept	Accessing free, standard-aligned, ad-free, state-specific educational resources provided by the agency	South Carolina educators, students, and families	2000.350100.000	
6.2.2	Implement one new project to increase govt transparency"	NA	1	Count	Equal to or greater than	State Fiscal Year	# of projects	Content	Content Dept	SC citizens have access to government activities	SC citizens, SCETV viewers/listeners	2000.400000.000, 2000.350100.000, 2000.300100.000, 0100.000000.000	
7.1	**Capitalize on vertical assets**									**State Objective:**	**Government and Citizens**		
7.1.1	Add 2 new tower leases	1	2	Count	Equal to or greater than	State Fiscal Year	# of tower leases	Engineering	Engineering Dept	SC citizens are assured of efficient use of state resources	SC citizens	2000.300100.000	
7.2	**Increase reliability and ensure redundancy of technology and equipment for network tower system to support emergency preparedness and public safety, pending legislative funding**									**State Objective:**	**Public Infrastructure and Economic Development**		
7.2.1	Purchase and install new Monitoring Analysis System	NA	1	Count	Equal to or greater than	State Fiscal Year	Single system	Engineering	Engineering Dept	SC citizens are assured of efficient use of state resources	SC citizens; SCETV staff	2000.300100.000	
8.1	**Ensure that people recognize SCETV and associate products with its brand**									**State Objective:**	**Government and Citizens**		
8.1.1	Increase social media reach or engagement on all platforms by at least 2 percent.	2%	2%	Percent	Equal to or greater than	State Fiscal Year	# of engagements	Communications	Communications Dept	Viewers and listeners 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	SCETV/Public Radio viewers and listeners; SC citizens	2000.400000.000	
8.1.2	Continue to carry out brand plan introduced in 23-24	1	`1	Count	Equal to or greater than	State Fiscal Year	single plan	Communications	Communications Dept	Viewers and listeners 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	SCETV/Public Radio viewers and listeners; SC citizens	2000.400000.000	

2025 Budget Data

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General	(Projected) Other	(Projected) Federal	(Projected) Total
0100.000000.000	Internal Administration	Agency administrative functions	$ 2,569,864.00	$ 4,329,366.00	$ 71,486.00	$ 6,970,715.00	$ 186,634.00	$ 5,649,318.00	$ -	$ 5,835,952.00
2000.400000.000	Content	Continue the development of digital delivery and expand services to remain competitive. Focus on accountability, literacy, and teachers.	$ 1,967,143.00	$ 5,401,036.00	$ 402.00	$ 7,368,581.00	$ 838,829.00	$ 5,749,694.00	$ -	$ 6,588,523.00
2000.300100.000	Towernet	Functions related to Community Education	$ 1,025,825.00	$ 1,512,276.00	$ 91,333.00	$ 2,629,435.00	$ 3,759,816.00	$ 3,034,442.00	$ -	$ 6,794,258.00
2000.350100.000	Education	Produces and distributes educational programming for K-12 schools.	$ 751,075.00	$ 664,523.00	$ 25,113.00	$ 1,440,711.00	$ 1,850,000.00	$ 511,845.00	$ -	$ 2,361,845.00
2000.500100.000	Enterprise Activities	General Support & Services functions	$ 238,015.00	$ 860,151.00	$ -	$ 1,098,166.00	-	$ 985,845.00	$ -	$ 985,845.00
9500.050000.000	State Employer Contributions	Provides for employee benefits to include employer contributions.	$ 1,482,122.00	$ 1,720,627.00	$ -	$ 3,202,749.00	$ 1,398,765.00	$ 2,220,382.00	$ -	$ 3,619,147.00
9812.180000X000	Capital Needs	Capital Needs	$ -	$ -	$ -	$ -	$ -	$ 119,440.00	$ -	$ 119,440.00
9812.260000X000	Infrastructure Plan Funding	Spectrum Infrastructure Plan Funding	$ -	$ 1,153,537.00	$ -	$ 1,153,537.00	$ -	$ 8,000,000.00	$ -	$ 8,000,000.00
9816.250000X000	FCC Required Channel Reassignment	FCC Repack Required Channel Reassignment	$ -	$ 1,616,860.00	$ -	$ 1,616,860.00	$ -	$ 2,750,000.00	$ -	$ 2,750,000.00
9820.040000X000	Capital Needs	Capital Needs	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,320,232.00

2025

Legal Data

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2025
P8.1	State	Proviso	SCETV: Grants/Contribution Carry Forward	Requires a service	SCETV	No Change
P8.2	State	Proviso	SCETV: Spectrum Auction	Requires a service	SCETV	No Change
P8.3	State	Proviso	SCETV: Antenna and Tower Replacement	Requires a service	SCETV	No Change
P8.4	State	Proviso	SCETV: Wireless Communications Tower	Report our agency must/may provide	Statewide tower and antenna/wireless communications industry, General Assembly	No Change
P8.5		FY24-25 Proviso	SCETV: Broadband partnership	Requires a service	SCETV and School Districts	Added
P93.8	State	Proviso	DOA: Sale of Surplus Real Property	Report our agency must/may provide	SCETV	No Change
P117.27	State	Proviso	GP: School Technology Initiative	Requires a service	School Districts	No Change
P117.74	State	Proviso	GP: Broadband Spectrum Lease	Report our agency must/may provide	11.576 is no longer the broadband lease. It's now 117.74	Amended Proviso Number Only
P1A.21	State	Proviso	SDE-EIA: Reading	Report our agency must/may provide	1A.23 is no longer 1A.23-it's now 1A.21	Repealed
P1A.36	State	Proviso	SDE-EIA: SCETV Teacher Training/Support	Report our agency must/may provide	SCETV did not receive funding on this line because agency funding was moved back to Section 8. ALso, this is now 1A.36	Amended

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2025
P1A.36	State	Proviso	SDE-EIA: EOC Partnerships for Innovation	Report our agency must/may provide	Education Oversight Committee, State Agencies, Boards like SCETV Commission, businesses, and higher education institutions, and General Assembly - Now 1A.36	Amended
47 U.S.C. Section 396	Federal	Statute	Communications Compliance Act establishes Corporation of Public Broadcasting	Requires a service	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users	No Change
Section 59-7-10	State	Statute	Creates SCETV Commission	Requires a service	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users	No Change
Section 59-7-20	State	Statute	Creates SCETV Commission Advisory Committees	Requires a service	Public Radio and Television Broadcasting/Public Telecommunications Industry and Users	No Change
Section 59-7-30	State	Statute	Authorizes per diem for Commission members	Requires a service	SCETV Commission	No Change
Section 59-7-40	State	Statute	Studies and reports; cooperation of state agencies; acquisition of property	Report our agency must/may provide	SC Department of Education, School Districts, Governor, and General Assembly	No Change
Section 59-7-50	State	Statute	Authorizes acceptance of contributions and sale or lease of facilities.	Requires a service	SCETV	No Change
Section 59-7-60	State	Statute	Assures educational textbooks used by SCETV align with state standards.	Requires a service	SC Department of Education, School Districts, Governor, and General Assembly	No Change
Title 47 C.F.R. Chapter I	Federal	Regulation	Telecommunication-Federal Communications Commission (FCC)	Requires a service	Radio, Television, and Wire, Satellite, and Cable Communications Industry and Users	No Change

2025

Services Data

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2025	Summary of changes to services
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.	No Change	
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	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.	No Change	
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; Local and Transparency	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.	No Change	
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	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.	No Change	
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.	No Change	
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.	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2025	Summary of changes to services
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.	No Change	
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.	No Change	
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.	No Change	
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.	No Change	
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.	No Change	
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.	No Change	
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.	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2025	Summary of changes to services
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.	No Change	
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 local and national content including arts, history, culture, news and public affairs.	No Change	
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 local and national content including arts, history, culture, news and public affairs.	No Change	
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.	No Change	
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.	No Change	
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.	No Change	
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	Content, Transmissions and Reception; Local and 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.	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2025	Summary of changes to services
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	Content and Education	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.	No Change	
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	Content and Communications	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.	No Change	
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.	No Change	
Datacasting	K-12 students	SC school districts	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	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.	No Change	
At Home Learning	K-12 students, educators, families	South Carolinians	Businesses, organizations, or agencies using ETV's digital infrastructure and technical expertise for training, to support emergency preparedness, or transparency	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.	No Change	

2025 Partnerships Data

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	ConnectSC	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	Catesby Trust	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Charlestowne Landing	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Colonial Dames	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Columbia Museum of Art	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Local Government	Columbia Police Department	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	Community Councils/Foundations	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Government Organization	Edventure	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Non-Governmental Organization	Future Minds	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Private Business Organization	Google Analytics	Incorporated data for monthly updates for management and ETV Commission presentations.	No Change
Non-Governmental Organization	Historic Columbia	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Hobcaw Barony - The Belle W. Baruch Foundation	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Humanities Council of SC	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
K-12 Education Institute	Jasper School District	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Local Government	Lexington County Police Department	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	Media Literacy Clearinghouse	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	Medical University of South Carolina - PICO	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Federal Government	NASA	Provides the infrastructure for agencies and others to share information.	No Change
Federal Government	National Oceanic and Atmospheric	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	No Change
Federal Government	National Park Service	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	National Public Radio (NPR)	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	NETA	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	Office of State Fire Marshal	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	Olde English Consortium	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Open Source 101 Initiative	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
State Government	ORS	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Non-Governmental Organization	Public Broadcasting Service (PBS)	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Local Government	Richland County Public Library	Provides the infrastructure for agencies and others to share information.	Amend
Local Government	Richland County Recreation Commission	Provides the infrastructure for agencies and others to share information.	No Change
Local Government	Richland County Sherriff's Department	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	Riverbanks Zoo	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Arts Commission	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Civil Air Patrol	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	SC Council on Competitiveness	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Criminal Justice Academy	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	SC Department of Administration	Provides the infrastructure for agencies and others to share information.	No Change
State Government	SC Department of Natural Resources	Provides the infrastructure for agencies and others to share information.	No Change
State Government	SC Department of Transportation	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	SC Economics	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	SC Farm Bureau	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Fire Academy	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Governor's Office	Provides monthly update, technology, and training plans for emergency support equipment and staff. Also, provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	SC Hall of Fame	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Healthcare Emergency Amateur Radio	Provides the infrastructure for agencies and others to share information.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	SC Legislature and Legislative Services	Provides the infrastructure for agencies and others to share information.	No Change
State Government	SC Museum of Archive and History	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	SC National Heritage Corridor	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Public Service Commission	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Private Business Organization	SC Research Authority	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Science Education Leadership Association	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
State Government	SC State Human Resources	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
State Government	SC State Law Enforcement Division (SLED)	Provides the infrastructure for agencies and others to share information.	No Change
State Government	SC State Library	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	SC State Museum	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC State Parks	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Supreme Court	Provides the infrastructure for agencies and others to share information.	No Change
Non-Governmental Organization	SC Telehealth Alliance	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Federal Government	SC TRIO	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Spoleto Festival	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Private Business Organization	Sprint	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Private Business Organization	Telecommunication Carriers	Provides the infrastructure for agencies and others to share information.	No Change
Higher Education Institute	The Riley Institute	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Individual	Viewers/Listeners/Donors/Members	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Government Organization	Boys and Girls Club of the Lakelands	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Government Organization	Metropolitan Arts Council of Greenville	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Government Organization	SC Association of Counties	Promotes resources and identifies professional development needs for local elected officials	No Change
Professional Association	South Carolina Interscholastic Press Association	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Transform SC	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Municipal Association	Promotes resources and identifies professional development needs for local elected officials	Amend
State Government	SC Energy Office	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Federal Government	Department of Homeland Security	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Federal Government	Federal Emergency Management Agency	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Emergency Management Division (EMD)	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SCiDUC	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Government Organization	Afterschool Alliance	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Arts in Basic Curriculum	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	Benedict College	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Center for Educator Recruitment, Retention, and Advancement (CERRA)	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	Clemson University	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Higher Education Institute	College of Charleston	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Higher Education Institute	Columbia College	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Higher Education Institute	Converse College	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Endowment TeacherStep	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	First Steps	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	Francis Marion University	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Higher Education Institute	Furman University	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Head Start	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
State Government	K-12 School Technology Initiative	Provides the infrastructure for agencies and others to share information.	No Change
Higher Education Institute	Lander University	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Professional Association	National EBS Association	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Palmetto PreK	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	Palmetto Teachers Association	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	PBS LearningMedia	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	S2TEM Centers SC	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Association for Educational Technology (EdTech)	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Association of School Administrators	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Business Education Association	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	SC Center for Fathers and Families	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	SC Commission on Higher Education	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
State Government	SC Department of Education	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.	No Change
Non-Governmental Organization	SC Early Childhood Association	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
State Government	SC Education Oversight Committee	Promotes resources, identifies customer needs creates packages to meet their needs, develops program concepts, produces video features, and markets programs to users statewide.	No Change
Non-Governmental Organization	SC Independent Schools Association	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	SC School Board Association	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	SC Technical College System	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Social Emotional Learning Alliance for South Carolina	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	South Carolina Council on the Holocaust	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Non-Governmental Organization	South Carolina Geographic Alliance	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	South Carolina Montessori Alliance	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	University of South Carolina	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
K-12 Education Institute	Virtus Academy	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	Amend
Non-Governmental Organization	Western Piedmont Education Consortium	Promotes resources, identifies customer needs and creates packages to meet their needs.	Amend
Higher Education Institute	Winthrop University	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Writing Improvement Network	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
K-12 Education Institute	York 1 School District	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
K-12 Education Institute	Roper Mountain Science Center	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
K-12 Education Institute	GLEAMS Head Start	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Professional Association	South Carolina Association of Title One Administrators	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Local Government	Beaufort County Library	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	Center for Civil Rights History at the University of South Carolina	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	African American Studies at the University of South Carolina	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	WUCF	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
K-12 Education Institute	Fairfield School District	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Non-Governmental Organization	American Public Television System	Promotes resources, identifies customer needs and creates packages to meet their needs.	No Change
Non-Governmental Organization	Corporation for Public Broadcasting (CPB)	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Non-Governmental Organization	ETV Endowment of SC	Conducts meetings with ETV to assess progress in meeting goals.	No Change
K-12 Education Institute	Dillon 4 School District	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	University of South Carolina Athletics	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Higher Education Institute	Carolina Family Engagement Center	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Local Government	Jim Hamilton - J.B. Owens Airport	Identifies and produces programs that address culture, history, education, news and public affairs as well as SC specific topics.	No Change
Federal Government	Bureau of Labor Statistics	Gathers quarterly employment data.	Add
State Government	Department of Labor/OSHA	Provides occupational safety and health guidance.	Add
State Government	State Accident Fund	Provides workers compensation and other coverages.	Add
State Government	Department of Employment and Workforce (DEW)	Manages unemployment requests and collects unemployment data.	Add

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
State Government	Public Employee Benefits Authority (PEBA)	Manages employee benefits. Provides guidance to agency.	Add
Federal Government	Bureau of Labor Statistics	Gathers quarterly employment data.	Add
State Government	Department of Labor/OSHA	Provides occupational safety and health guidance.	Add
State Government	State Accident Fund	Provides workers compensation and other coverages.	Add
State Government	Department of Employment and Workforce (DEW)	Manages unemployment requests and collects unemployment data.	Add
State Government	Public Employee Benefits Authority (PEBA)	Manages employee benefits. Provides guidance to agency.	Add

2025

Reports Data

as submitted for the Accountability Report by:

H670 - ETV COMMISSION

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
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."	September 2024	Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online		No Change	
Annual Financial Statements	State's General Appropriations Bill H.4100	All financial information	February 2025	Annually	South Carolina state agency or agencies	Available on agency's website	https://www.scetv.org/about/reports	No Change	
CPB Local Impact Report	N/A	Network report on local impact services to the state	October 2024	Annually	Other	Available on agency's website	https://www.scetv.org/sites/default/files/documents/SCETV-SCPR%20FY23%20Local%20Content%20and%20Service%20Report.pdf	No Change	
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	October 2024	Annually	South Carolina state agency or agencies	Available on another website	https://www.scstatehouse.gov/reports/HumanAffairsComm/2021%20Report%20to%20General%20Assembly.pdf	No Change	

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
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.	June 2025	Annually	Entity within federal government	Available on another website	WRLK - https://publicfiles.fcc.gov/tv-profile/WRLK-TV	No Change	
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	November 2024	Every Two years	Entity within federal government	Available on another website	WRLK - https://publicfiles.fcc.gov/tv-profile/WRLK-TV/ownership-reports	No Change	
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)	June 2024	Quarterly	Entity within federal government	Available on another website	WRLK - https://publicfiles.fcc.gov/tv-profile/WRLK-TV/issues-and-programs-lists/2022/74189b04-1a57-3da0-bb53-845e74692042	No Change	

Report Name	Law Number (if applicable)	Summary of information requested in the report	Date of most recent submission DURING the past fiscal year	Reporting Frequency	Type of entity/entities	Method to access the report	Direct access hyperlink or agency contact (if not provided to LSA for posting online)	Changes to this report during the past fiscal year	Explanation why a report wasn't submitted
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.	August 2024	Annually	Entity within federal government	Available on agency's website	WRLK - https://publicfiles.fcc.gov/tv-profile/WRLK-TV/equal-employment-opportunity-records/additional-documents/eeo-public-file-reports/d0d40f4d-89c7-32f9-995c-9ca2feb15b63 WLTR - https://publicfiles.fcc.gov/fm-profile/WLTR/equal-employment-opportunity-records/additional-documents/eeo-public-file-reports/a6a01800-5144-d124-70ab-2a51bc2d2745	No Change	can't get drop down date to change to August 23
K-12 School Technology Initiative Progress Report	Proviso 117.27	Provide SCETV Programming services funded by K-12 Technology Initiative budget	August 2024	Annually	Other	Available on another website	https://sck12techinit.sc.gov/sites/sck12techinit/files/Documents/2022-23%20K-12%20ProgressReport.pdf	No Change	
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	June 2025	Annually	Legislative entity or entities AND South Carolina state agency or agencies	Electronic copy available upon request	Myra Boyd mboyd@scetv.org	No Change	
Standards Aligned System (SAS)	N/A	Agency information related to human resources, content, and education	April 2025	Annually	Other	Electronic copy available upon request	scook@scetv.org	No Change	
Station Activities Benchmarking Study (SABS)	N/A	Financial information	April 2025	Annually	Other	Electronic copy available upon request	scook@scetv.org	No Change	
Wireless Communications Tower Revenue	Proviso 8.4 and Section 117.76 of the State Appropriations Act	Revenue collected and disbursed	September 2024	Annually	Legislative entity or entities	Electronic copy available upon request	Dgathers@scetv.org	No Change	Note that this report is not provided to LSA for posting online. A copy of the report is available if requested.
Workers Comp Report	42-19-10	Record and Report of injuries	August 2024	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Thom Mayer tmayer@scetv.org	Amend	

AGENCY NAME:	South Carolina Educational Television Commission		
AGENCY CODE:	H670	SECTION:	008

2025
Accountability Report

SUBMISSION FORM

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

- Data Template
  - Reorganization and Compliance
  - FY2025 Strategic Plan Results
  - FY2026 Strategic Plan Development
  - Legal
  - Services
  - Partnerships
  - Report or Review
  - Budget
- Discussion Template
- Organizational Template

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)*:	**SIGNATURE ON FILE**	**Signature Received:** 09/15/2025
(TYPE/PRINT NAME):	Adrienne R. Fairwell	

BOARD/CMSN CHAIR *(SIGN AND DATE)*:	**SIGNATURE ON FILE**	**Signature Received:** 09/15/2025
(TYPE/PRINT NAME):	Richard Cohn, Sr.	