



Local Content and Service Report STORIES OF IMPACT



“Lifeline” Success Stories

ETV services extend well beyond our TV and radio signals. But most of the public is unaware of the many ways we improve their lives through partnerships with community and state organizations.

“Lifeline” is ETV’s initiative to share those stories and raise awareness of the impact of ETV services. Through video testimonials from the various groups, we are able to spread this message to multiple platforms, and show how vital ETV is in improving everything from the arts to emergency preparedness to job training.

To date, the page has 3,903 page views with an exceptional average of 5:35 of time on the site.

Learn more about what ETV is doing with its community partners by going to www.scetv.org/lifeline.

In 2011, ETV once again strengthened its ties to South Carolina:

- 600 broadcast towers that also transmit 112 non-broadcast signals, ensuring 24/7 communications for emergency and law enforcement agencies such as the FBI, Civil Air Patrol, FEMA, NOAA, 911, and many more.
- 60% increase in completion of the Criminal Justice Academy recertification courses.
- 20% rise in **Knowitall.org** page views, garnering 7.2 million page views by 701,000 unique visitors.
- With over 3.2 million page views, ETV’s educational video-on-demand service, **StreamlineSC**, recorded the highest use per teacher of any state in the nation for a service of its kind.
- Increased coverage of legislative committee meetings on the web.
- Launched two new initiatives, both of which targeted at-risk high school students: “**ETV’s American Graduate**” works to lower South Carolina’s dropout rate. The “**Y.E.S. (Youth Electronic Synching) Project**,” promotes civic engagement, critical thinking, and career awareness through media production.



“Our statewide system of communications through ETV and ETV Radio is something that I know most other states do envy.... They absolutely are crucial.”

– Joe Farmer,
Public Information Director
SC Emergency Management Division

ETV’s reach in South Carolina goes well beyond radio and TV. ETV supports education, promotes transparency, partners with public safety, connects citizens and improves the quality of life and job readiness for the state.



Local Content and Service Report to the Community



“Going beyond regions to experience life and to really know about their world is limited. ETV brings that to our classroom... Kids’ eyes are open. Their eyes are popping with new knowledge.”

– Dr. Yvonne Commodore, Principal,
Lincoln Middle/High School
McClellanville, SC

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



SCETV is a valuable part of South Carolina.

ETV partners with state agencies & organizations around the state to improve life well beyond its broadcasts.

ETV is the backbone of the state’s emergency communications system, and also uses its broadcast towers to connect emergency & law enforcement agencies.

ETV provides educational tools, content & training to schools & agencies.

ETV is the only place to see gavel-to-gavel and related legislative coverage.

SCETV provided these key local services in 2011.

Created the “Lifeline” project to highlight success stories that resulted through our partnerships, and show how ETV impacts lives every day.

Opened its new radio facilities & upgraded two broadcast towers.

Trained over 6,300 educators and almost 7,600 SC law enforcement officers.

Produced “Jail, No Bail” documentary and other events, such as the “ETV American Graduate Summit” and “Y.E.S. Project” in support of education.

SCETV’s local services had deep impact in South Carolina.

Connected legislators and citizens with essential information on how ETV works with community partners to make an impact where they live.

Strengthened our ability to keep citizens informed during emergency situations.

Gave educators the knowledge & tools to improve the way they reach out to students.

Brought advocates together to share best practices to keep students from dropping out of school.



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Pro-Business Efforts

For many years, ETV has helped create a business-friendly environment, with television and radio programming, and educational initiatives.

For over two decades, **"Carolina Business Review"** has been the most widely watched program on business and public policy issues in the Carolinas. It regularly features guests from both states, and can be seen on all three ETV channels.

Likewise, ETV Radio's **"South Carolina Business Review"** is heard on both radio formats every weekday and highlights interviews with business leaders across the state. **"Connections"** and **"The Big Picture"** also regularly report on current business trends, and **"Making It Grow!"** features Certified SC businesses and products.

"Career Aisle," part of ETV's **Knowitall.org** educational web portal, was created specifically to support the SC Education and Economic Development Act, and helps students explore jobs in the 16 career clusters.



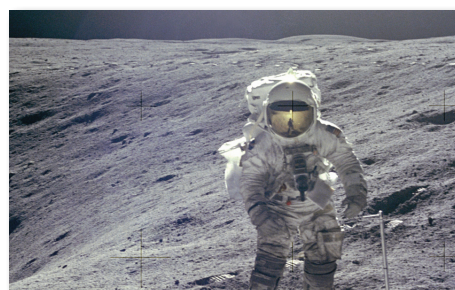
ETV Radio's New Facilities

The ETV Endowment funded ETV Radio's brand new facilities, which opened in 2011 & greatly increased the quality of service our listeners receive.

For the first time in the network's history, all of its Columbia-based production facilities are under one roof, allowing for greater efficiency & cross-platform integration.

In addition to improved recording equipment, ETV Radio now features an uninterruptable power supply so it will always be able to relay emergency information to all parts of the state. Two aged transmitters were also replaced, ensuring the health of the entire ETV Radio system.

This helped lay the groundwork for the launch of two new national radio series in 2012. **"Piano Jazz Rising Stars,"** a spin-off program to the acclaimed **"Marian McPartland's Piano Jazz"** begins in January, and **"Song Travels with Michael Feinstein,"** premieres in April. All three programs, along with the **"Chamber Music Series from Spoleto Festival USA"** are heard on public radio stations nationwide.



Carolina Stories Documentary Series

This locally-produced series highlights significant events and people in South Carolina's history.

For instance, **"Jail, No Bail"** pays tribute to the Friendship Nine, a group of Rock Hill college students who in 1961 changed the national lunch-counter sit-in strategy. It included extensive TV, educational and community outreach initiatives, and was the centerpiece of 50th anniversary events.

Debuting in 2012, **"Space Heroes"** profiles three South Carolina astronauts, Charles Duke, Ron McNair and Charles Bolden. Part of an ongoing partnership with the South Carolina Hall of Fame, their inspirational stories of passion, perseverance and hard work serve as a reminder to all South Carolinians to dream big and never give up.

Debuting in 2005, the series has quickly become one of ETV's most decorated, winning three Regional Emmy Awards, nine Telly Awards, and three Cine Golden Eagle Awards.



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Educational Technology Workshops

Each year, ETV staff travel hundreds of miles to all parts of the state to provide educational technology training to educators at all levels. Plus, ETV conducts two 3-day conferences at its Columbia headquarters, attracting hundreds more.

Slots fill up in the first few hours because teachers know this training is provided at no cost to them, and they will walk away armed with new tools and ideas on how to teach their students.

Last year, ETV trained over 6,300 teachers statewide. We also gave awards, recognizing the top 10 elementary & middle/high school users of our StreamlineSC educational video-on-demand service.



Local Politics

ETV's gavel-to-gavel coverage of SC House and Senate proceedings totaled over 430 hours in 2011. Coverage of the SC Legislature also included weekly programs, **"This Week in the Senate"** and **"This Week in the House,"** totaling 10.5 hours.

Additional meetings, including all SC Budget and Control Board meetings and select legislative committee meetings (e.g. House Ways and Means and Senate Finance) were streamed on our website.

ETV also broadcast and provided pool coverage of major events, including the Inauguration of Governor Nikki Haley, Governor Haley's State of the State Address, and the funeral of SC Civil Rights pioneer and judge Matthew J. Perry.



National Politics

South Carolina's "First in the South" presidential primary gives the state a special place in the national political scene.

ETV once again played an important role, producing and broadcasting **"The Palmetto Freedom Forum,"** which served as the first statewide debate to introduce South Carolinians to the GOP candidates. ETV Radio's **"Walter Edgar's Journal"** and ETV's **"The Big Picture"** provided complementary programming.

Additionally, on January 20, 2012--the night before the primary--ETV hosted productions of PBS' **"Washington Week,"** **"NewsHour"** and **"Need to Know,"** bringing our state to the nation.

[ETV American Graduate] is a clear example of what public television does in terms of creating a forum and giving out positive information about something that is really useful to the American public.

— SC Rep. Jerry N. Govan, Jr.
(D-Orangeburg)