



2011 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.

SCETV partners with state agency & non-profits around the state to improve life well beyond its broadcasts.

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

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

SCETV engages its audience through mascot appearances, screenings, special initiatives, and social media channels.

In 2011, SCETV provided these key local services:

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** for troubled youth.

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.



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EDUCATION:

- ETV's educational services are used by public, charter, private and home schools, higher education, and pre-K/early learning centers across South Carolina.
- ETV provides **120 hours per week** of educational video to all districts--both acquired and locally-produced content—over a closed-circuit channel.
- ETV maintains **72 district-centered Computer Networked Distribution Systems**, giving schools their own private, safe and economical “Internet,” separate from their public Internet services.
- ETV's video-on-demand service, **StreamlineSC**, contains over 10,000 educational videos on every possible subject, and all correlated to SC curriculum standards. In 2011 alone, the service accrued **3.2 million page views**, the **highest video-on-demand use per teacher of any state in the nation for a service of its kind**. Teachers can also create and share their lesson plans, quizzes and other materials with others. It is accessed through a unique password, but is offered at no cost to public, private and home schools.
- ETV's educational Web portal, **Knowitall.org**, contains **47 educational websites** that focus on every grade level and every subject. These resources are available to anyone surfing the World Wide Web, but focus on SC-specific content, and are also correlated to SC curriculum standards. Its latest addition, **Pee Dee Explorer**, was added in 2011, and focuses on the history, culture and agriculture of the Pee Dee area of the state, with tools that are not just educational, but can also be used for tourism and industrial recruitment. Last year, Knowitall.org garnered **7.2 million page views with 701,000 unique visitors**.
- **6,300 teachers** are trained each year on best practices for using educational technology in their classrooms, including ETV products such as **StreamlineSC**, **OnePlaceSC** and **Knowitall.org**. ETV staff travel to wherever the teachers are in the state to provide this training. ETV also hosts two 3-day workshops that expand upon its traditional offerings, including how to integrate Web 2.0 tools (such as **Tumblr**, **Twitter**, **Skype**, **Google Docs**, **MovieMaker**, and many more) into lesson plans. Online registration fills up in only hours, as the conferences attract hundreds of teachers who often use their own vacation time to attend. While other annual educational technology conferences have registration fees ranging from \$100 to \$250 or more, ETV has provided its conferences for the past three years **at no cost** to teachers.
- In 2011, ETV presented its first “**Educational Media Teacher of the Year**” awards, recognizing two teachers for their exemplary work at integrating technology in their lesson plans. ETV also gave certificates to the 10 elementary and middle/high schools who were the highest users of StreamlineSC.
- ETV produces and broadcasts programs that connect and inform families about issues happening in education, including live call-in programs with South Carolina's Superintendent of Education, and **Finding Money for College**, another live call-in program that helps parents learn ways to pay for higher education.



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COMMUNITY OUTREACH:

- ETV produced, ***Jail, No Bail***, a ***Carolina Stories*** series documentary about the Friendship Nine to mark the 50th anniversary of this milestone event. The Friendship Nine, a group of college students in Rock Hill, SC, created a strategy that changed the national lunch-counter sit-in protests, and reinvigorated the Civil Rights movement. The project included TV, radio, web and community screening components. More information can be found on page 6.
- ETV also coordinated community screenings around the state for national programs such as ***American Experience: Freedom Riders***, and local productions, including ***Bernadin***, ***The Baruchs of Hobcaw***, ***Uncommon Folk***, and ***South Carolinians in WWII***. Screenings always include community partners, such as the University of SC & the SC State Museum.
- ETV launched two new initiatives: **ETV's American Graduate**, which worked to lower South Carolina's dropout rate, and the **Y.E.S. (Youth Electronic Synching) Project**, which promoted civic engagement, critical thinking, reflective practice, collaboration, and career awareness through media production. Both programs targeted at-risk high school students and worked with multiple community partners. **Connections**, ETV's weekly series highlighting diversity issues, produced an episode about the importance of black men in education.
- ETV's children's mascot **Smart Cat** made 11 appearances at events around the state, reaching thousands of children. At each location, he helped fight childhood obesity with his message of "Less Cat Naps, More Jumping Jacks." Smart Cat also posed for pictures, handed out Frisbees, and held a drawing for "Exercise with Smart Cat" DVDs. Smart Cat is highly recognized by children, as he also appears in between each PBS Kids program, advocating cyber-safety, helping children make healthy snack choices, and encouraging them to "Eat Smart, Move More."
- Knowing that Cub Scouts must tour a TV or radio station to receive one of their badges, ETV held its first **Cub Scout Day**, inviting troops statewide to come on a Saturday. While tours are normally offered during the week, this was a special time to accommodate their needs.
- ETV has reached out to better serve its audience, and spread its message through its **social media channels**. Its efforts have paid off nicely, as ETV has been able to answer viewer questions, interact with its audience, and build community support. In mid-February 2011, ETV had **343 Twitter** followers and **1,975 Facebook** fans. By year end, those numbers had increased significantly to **1,020 Twitter** followers (**up 300%**) and **3,376 Facebook** fans (**up 170%**).
- ***Making It Grow!***, a weekly production catering to gardeners around the state, held two events at the Sumter Opera House in Sumter, SC. While ***Making It Grow!*** is always broadcast live, these tapings included a live audience, and a chance to mingle with the program's hosts.

EMERGENCY PREPAREDNESS:

- ETV Radio serves as the backbone of the state's **Emergency Alert system**, and all 46 SC counties are served by **AMBER Alert & National Weather Service** alerts via ETV & ETV Radio.



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- ETV Radio is designated as the **media of record** by the state, and is the primary vehicle for statewide information during natural disasters and other emergencies.
- ETV maintains more than **600 towers** statewide, with its **47 Tall Towers** housing **112 non-broadcast communication systems**, ensuring 24/7 communications for emergency and law enforcement agencies such as the **FBI, Civil Air Patrol, FEMA, NOAA, 911**, and many more.
- ETV provides training to law enforcement officers around the state through our partnership with the SC Criminal Justice Academy. Since it began in April 2011, **7,582 certificates** have been awarded with a total **passing grade of 97%**. ETV created the online course management system and provides customer support. The new format allows officers to watch the videos & take the test anywhere they can log on, whether that's at home, at work—even in their cars.

TRANSPARENCY AND NEWS & PUBLIC AFFAIRS:

- ETV's gavel-to-gavel coverage of SC House and Senate proceedings totaled **over 430 hours**. Coverage of the SC Legislature also included weekly programs, ***This Week in the Senate***, and/or ***This Week in the House*** totaling 10.5 hours. Additional meetings, including all SC Budget & Control Board meetings and select legislative committee meetings (e.g. House Ways and Means and Senate Finance were streamed on our website, www.scetv.org).
- ETV broadcast and provided pool coverage for the ***Inauguration of Governor Nikki Haley***, Governor Haley's ***State of the State Address***, the funeral of SC Civil Rights pioneer and judge, Matthew J. Perry, and the ***American Principals Project: Palmetto Freedom Forum***, one of the earliest looks at the GOP presidential candidates in a crucial state that has decided the eventual Republican nominee since 1980.
- ETV commemorated the 150th anniversary of the start of the Civil War with a special episode of ***The Big Picture***, our news and public affairs weekly series, which brought together organizations that rarely share the same stage to discuss how our state—and nation—can make peace with this divisive chapter in our history.

ETV RADIO:

- It was only coincidence that private fundraising for **ETV Radio's new facilities** began a day after ETV Radio's headquarters lost power, causing all eight stations to fall silent for a brief period. However, it provided a tangible sense of urgency: What if this had happened during a disaster, and ETV Radio was unable to send out its signal? **Opening in 2011**, the new space now has an **uninterruptable power supply**, preventing this scenario from becoming a reality.
- ETV Radio was also strengthened as two old transmitters were replaced.
- All of ETV's Columbia-based broadcast entities are now under one roof, making the agency much better equipped to increase efficiency and promote coordination across all platforms.



2011 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 site. www.scetv.org/lifeline.



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 that attract hundreds more, many of whom take personal time to attend. Slots are filled in a matter of hours. Why? Because this training is **provided at no cost** to the teachers, and they 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.



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.

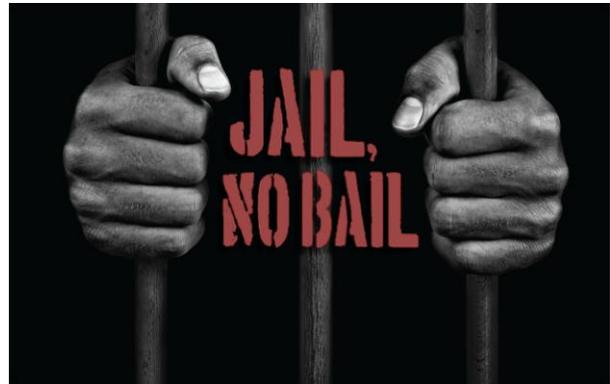




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Carolina Stories: Jail, No Bail

A documentary that pays tribute to the “Friendship Nine,” a group of college students who were arrested for a lunch counter sit-in in Rock Hill, SC in 1961. Instead of paying bail (as was the norm with all previous sit-ins), they served 30 days of hard labor, making the city pay to house, feed & clothe them, thus turning the tables & drying up a dubious revenue stream. This movement caught on nationally, changing the entire sit-in strategy. The program was the centerpiece of 50th anniversary events, and still has legs today. It included extensive television, educational and community outreach initiatives.



Reach in the Community:

Five community screenings, including one on the actual 50th anniversary, held at the original site of the protest, and featuring surviving members of the Friendship Nine, Congressman James Clyburn (D-SC), as well as state legislators, and members of the SC Black Caucus. Over 600 attendees came out to the screenings. We received 13 stories in print media from around the state, including 5 front page stories, plus local TV & radio coverage. The program was distributed nationally with over 40% carriage, and **PBS NewsHour** also broadcast a video clip, reaching over 1 million homes. It is available on-demand to all SC schools & has been viewed almost 300 times.

Partnerships:

ETV worked with the 50th Anniversary Planning Committee; the City of Rock Hill; Winthrop University in Rock Hill, SC; Columbia College in Columbia, SC; The Levine Museum of the New South in Charlotte, NC; The McCelvey Center in York, SC; the Old Town Bistro restaurant; and The Rock Hill Herald newspaper.

ETV had already created a **Knowitall.org** website called **Road Trip! Through SC Civil Rights History** that highlighted important spots around the state, but we also partnered with SC Dept. of Transportation to create a full-sized road map to help launch this program. The maps were take-aways at each of the screenings.

Impact and Community Feedback:

Its promotion and outreach initiatives won the “Palmetto Award of Excellence” from a statewide competition. Congressman Clyburn is also featuring the program at a national civil rights conference to be held in Feb. 2012.



(l to r) Congressman Clyburn speaks with J. Charles Jones, a member of the Friendship Nine at the 50th anniversary screening event on January 31, 2011.

“I was so moved by the film and determined to ensure the story would not fade from memory again that I insisted it be included in an upcoming conference... I believe *Jail No Bail* is an iconic film that captures the tumult of the 1960s civil rights era... South Carolina Educational Television has done a wonderful job telling this story....”

- James E. Clyburn

Assistant Democratic Leader
U.S. House of Representatives



“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*

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

- A significant increase in social media reach, with a 170% rise in Facebook fans and a 300% jump in Twitter followers.
- 60% increase in completion of the Criminal Justice Academy recertification courses.
- 20% rise in Knowitall.org page views.
- Providing award-winning outreach for its projects.
- Increased coverage of legislative committee meetings on the web.
- StreamlineSC recorded the highest video-on-demand use per teacher of any state in the nation for a service of its kind.



[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)

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.
