



2013 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



“The way ETV has involved community partners like us and the other schools is truly fantastic.”

-Dr. Alexander Gorelik
 Benedict College, Community Partner
 American Graduate: Let's Make It Happen:
 ETV Civil Rights and Social Justice
 Youth Media Summit

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 an integral part of SC's advancement.

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

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

In FY 2012-2013, SCETV provided these vital local services:

- Educational content and training to schools and agencies
- Support of the state's emergency communications system
- Support to a public awareness campaign of SC's taxpayer ID protection services
- Legislative coverage of House and Senate sessions, the State of the State Address, and additional meetings
- Outreach with our kids' mascot, whose mission is to keep children healthy and safe
- Public safety training

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

- SCETV provided online educational content and local programming to all of SC and workshops to 5,800 teachers
- SCETV engineers worked with a group of volunteers to create a Mobile Operations Office and Command Post for the SC Department of Health and Environmental Control
- The American Graduate: Let's Make it Happen: Civil Rights and Social Justice Youth Media Summit connected high school students with civil rights leaders



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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 maintains **72 district-centered Computer Networked Distribution Systems**. These alleviate the strain of schools having to go through the public Internet to stream video. The videos are housed and delivered within the school's network, ensuring qualified educational content that is safe for viewing.
- ETV's **StreamlineSC** contains over **141,938 educational assets** (i.e., video clips, quizzes, activities, images, etc.) on every possible subject, all correlated to SC curriculum standards. The service accrued **2,692,445 uses**, one of the top in the nation for video-on-demand use per teacher for a service of its kind. Teachers can also create and share their lesson plans, quizzes and supplementary 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 **52 websites** that focus on every grade level and every subject. These resources are available to anyone online, but focus on SC-specific content, correlated to SC curriculum standards. ETV continues the production of *Carolina Careers* on *Knowitall.org*. In the ETV fiscal year 2012-2013, *Knowitall.org* garnered **3,567,657 page views with 261,573 unique visitors**.
- ETV's **TeacherLine Southeast** provides online solutions for teacher professional development in SC, NC, and GA, offering PBS TeacherLine Courses, an award-winning and premier research and standards-based resource for Pre K-12 teachers.
- **Five thousand, eight hundred educators were trained in FY 2012-2013** on best practices for using educational technology in their classrooms, including ETV products such as *StreamlineSC*, *OnePlaceSC* and *Knowitall.org*. ETV staff travel throughout the state to offer this training at the teachers' locations. ETV also hosts local workshops for incorporating web tools (such as **mobile apps, Twitter, Skype, Google Docs, MovieMaker**, and many more) into lesson plans.
- ETV runs a **Common Core State Standards** Edmodo page, providing essential links to Common Core websites that offer supportive videos and lesson plans. Over **300 items** from websites around the country can be accessed immediately by teachers with content divided by age group and subject category.
- Several statewide broadcast series including ***Finding Money for College*** (a live call-in program that helps parents discover ways to pay for higher education) ***In Our Schools***, ***Speaking of Schools***, and specials provided significant reach to audiences across the state on ETV and ETV Radio. These programs focused on key educational and policy issues of interest to a broad audience.
- ETV's **Education Blog** lists new websites, ETV educational "Shorts" (short videos that cover a range of topics), teacher training, upcoming programs, newsletters, and links to scetv.org/education.
- ETV helped recognize Lynn Dempsey and Lori Russell, two of 10 teachers nationwide to win first-place prizes with the PBS LearningMedia and The Henry Ford's 2012 Teacher Innovator Awards. After the awards, ETV visited Dempsey's and Russell's classrooms and spoke to them about educational content. "PBS is very important for our children. It gives them a visual, and it gives them a safe place for learning...I like to start out with a video and I like to know it's safe for the kids," said Dempsey.
- ETV provided the PBS LearningMedia service to schools throughout South Carolina.



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COMMUNITY OUTREACH:

- ETV Radio's Network is the secondary statewide relay path for the state **Emergency Alert System**. State and Federal agencies that use ETV towers range from the **Forestry Commission** and the **Department of Natural Resources** to **SLED**, the **FBI**, and the **Emergency Management Division**.
- ETV maintains **47 tall towers** housing **112 non-broadcast communication systems**, ensuring 24/7 communications for emergency and law enforcement agencies such as the **Civil Air Patrol**, **FEMA**, **NOAA**, **911**, and many more.
- ETV's engineers and a team of volunteers retrofitted a mobile laboratory on a motor home chassis into a **Mobile Operations Office and Command Post** for the South Carolina Department of Health and Environmental Control (DHEC) to take on location during emergency responses.
- ETV provides training to law enforcement officers around the state through its partnership with the SC Criminal Justice Academy. Of the 16,000 officers in the state, **13,200 are registered for online courses**, and **23,584 certificates were issued for FY 2012-2013**. ETV maintains an online course management system and provides customer support, and officers have the freedom to take training anywhere at any time.
- ETV assisted with a statewide public awareness campaign of South Carolina's partnership with **CS Identity Corporation** (CSID) to provide eligible **SC taxpayers identity protection services** for free.
- ETV's gavel-to-gavel coverage of **SC House and Senate proceedings** totaled over **354.3 hours**, providing citizens with a transparent view of government in action. ***This Week in the State House***, produced by ETV, provided additional coverage of the SC Legislature. ETV broadcast and provided national and local pool coverage for Governor Nikki Haley's ***State of the State Address***. ETV streamed additional meetings, including all SC Budget and Control Board meetings and select legislative committee meetings.
- ETV has provided support for **Security Enhancement** through a comprehensive radio and television public awareness campaign on security/identity theft and internal agency measures.
- ETV ran a booth at the SC Book Festival, a free event held annually by the Humanities Council, SC that offers author readings and forums, book signings, and children's activities. The ETV booth provided agency information and gave away 200 children's books, and member magazines.
- ETV continued a partnership with *The State* newspaper on the production of World War II documentaries with ***Man and Moment: Charles Murray, Defining a Hero***. Col. Murray's widow Anne Murray and long-time friend Col. Ted Bell attended a screening of the program held in ETV studios.
- ETV Kid's mascot, **Smart Cat**, whose mission is to help children stay healthy and safe, traveled around South Carolina to attend family-friendly, open-to-the-public events in Charleston, Spartanburg, Columbia, Clarendon County, Cross, and Florence. He was greeted with smiles and gave out high-fives, hugs, posed for pictures, and gave away children's books, coloring and activity sheets, puzzles, and stickers.
- ETV provided tours of our facility to **over 500 people**, including school groups, Cub Scout dens, and individuals.

ETV Radio Brings Students in Studio for Face-to-Face Chamber Music Workshop

SCETV Radio arranged free musical development and appreciation workshops with the American Chamber Players, a chamber music ensemble led by Miles Hoffman.

Sixty elementary school students attended the first workshop at ETV's William Murray Studio, and the next two workshops went on location to a middle school and high school. Recordings from the workshops were later added to ETV's online school resources.



ETV's "The Education of Harvey Gantt" Documents Desegregation in South Carolina

SCETV explored the struggle to desegregate Clemson, the first University in South Carolina to admit African American and Caucasian students.

The program was directed by ETV's award winning producer Betsy Newman, narrated by Tony Award-winning actress and singer Phylicia Rashād and features historic civil rights photographs by Cecil Williams.



Carolina Business Review: Education Summit at ETV

A one-hour Education Summit held in the SCETV studios for *Carolina Business Review* was later broadcast across South Carolina. The summit discussed how education and workforce development are the cornerstones of the economy.

Panelists included: Dr. Mick Zais, SC Superintendent of Education; Michael Brenan, co-chair of Transform SC; Dr. Rainey Knight, Superintendent of Schools, Darlington County; Representative Gilda Cobb-Hunter, Orangeburg County; and Trip DuBard, SC Future Minds.



American Graduate: Let's Make it Happen: Civil Rights and Social Justice Youth Media Summit

Some of the biggest names in SC civil rights shared their stories with high school students during the American Graduate: Let's Make it Happen: ETV Civil Rights and Social Justice Youth Media Summit.

Reach in the Community: Students at the summit had the rare opportunity to hear first-person accounts from leaders of the civil rights movement, as well as learn the fundamentals of recording interviews and receive guidance on strategies for documenting civil rights stories.

Partnerships: Civil rights leaders involved in the project included: Congressman James Clyburn; Henri Monteith Treadwell, who was one of three students to desegregate USC in 1963; Judge Ernest A. Finney, Jr., who was the first black justice appointed to the SC Supreme Court since the Reconstruction Era; Civil Rights photographer Cecil Williams; and many others.

Scott's Branch High School, A.C. Flora High School, and C.A. Johnson High School sent students to attend the summit, and Benedict College had students assist with the project.

The summit was produced in collaboration with the Corporation for Public Broadcasting's public media initiative American Graduate: Let's Make It Happen and the Write/Right to Change of Clemson University's Strom Thurmond Institute.

Impact and Community Feedback: The students later reconvened at ETV to screen their work for parents, TV professionals and community partners. Interviews from the summit were added to the interactive resource Road Trip! Through SC Civil Rights History on ETV's educational web portal *Knowitall.org*, and videos were entered into the *American Graduate Flash Film Festival*.



"The reason I participated: this is the first time they called me for something important. When the teachers told me they needed me to represent Johnson, (they were) depending on me, it made me feel good."

On interviewing Henry Walker: *"It gives me hope that maybe one day, I can be in college. And the same way that his student body had faith in him to lead them, that's how my teachers feel about me, to send me here."*

-Student participant L.J. Williamson (pictured, left), on interviewing Henry Walker, First African American elected President of the University of SC Student Body (pictured, right).



2013 LOCAL CONTENT AND SERVICE REPORT SUMMARY



"ETV's streaming of legislative programming is the public service of providing unduplicated educational insights into the state's public affairs."

-Lt. Governor Glenn McConnell

"SCETV is helping to inform the public... and therefore helping to advance the public will. I appreciate their service to our citizens."

-Shane Martin, SC Senator

"SCETV is offering a valuable service to people who want to make educated decisions about how to vote."

-Post and Courier newspaper

In FY 2012-2013, ETV maintained and strengthened ties to South Carolina citizens via:

- A strong presence in education through websites such as *Knowitall.org* and *StreamlineSC*, hands-on workshops, and live, call-in programs.
- Support of emergency first responders through the ETV Radio network, the ETV towers, and training to law enforcement officers.
- Community outreach through partnerships, programs, events, social media, and tours of our facilities.
- The American Graduate: Let's Make it Happen: Civil Rights and Social Justice Youth Media Summit, which joined today's youth with leaders from the civil rights movement.



"I've participated in numerous presentations and...arranged training for the teachers in my district. The most common comment is, 'That was the best training I've ever attended! I learned so much – I want more!'"

-Cindy Hughes, Instructional Technology Specialist, District Office, Greenwood School District 50 on ETV education workshops.

ETV's education department provided 412 workshops to 5,800 teachers in FY 2012-2013.

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.