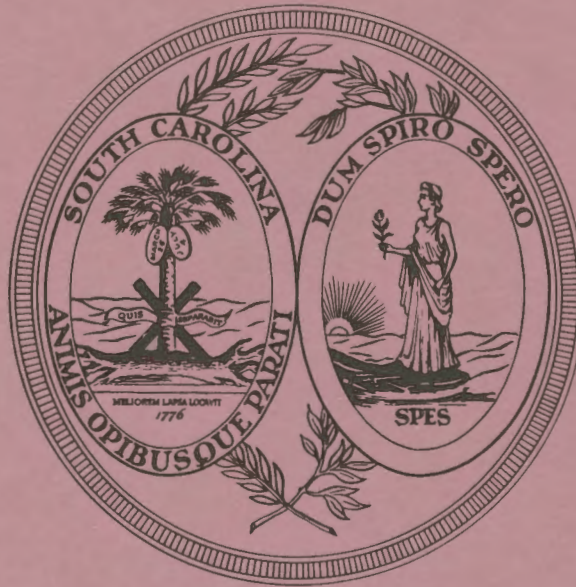


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SOUTH CAROLINA EDUCATIONAL TELEVISION COMMISSION



ANNUAL REPORT 1989-1990

Printed Under The Direction Of The
State Budget And Control Board

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APR 29 1998

STATE DOCUMENTS

September 1, 1990

To His Excellency, Governor Carroll A. Campbell, and the Honorable Members of the South Carolina General Assembly:

Pursuant to Section 57-3-760, Code of Laws of South Carolina, I am transmitting to you the annual report of the South Carolina Educational Television Commission for the fiscal year which ended June 30, 1990.

Sincerely,

A handwritten signature in black ink, reading "Henry J. Cauthen". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

Henry J. Cauthen
President

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I. COMMISSION MEMBERS

Jack W. Newton, Chairman
C.B. Askins
Dr. Marianna W. Davis
Dr. Walton H. Owens, Jr.
John M. Rivers, Jr.
Joseph F. Sullivan

Ex-Officio Members:
Senator James M. Waddell, Jr.
Senator Nikki G. Setzler
Representative James C. Johnson
Representative Daniel E. Winstead
Dr. Charlie G. Williams

II. STAFF

Network Headquarters
P.O. Drawer L
2712 Millwood Avenue
Columbia, SC 29250

General Information
(803) 737-3200
Nights, Weekends, Holidays
(803) 737-3280

Henry J. Cauthen, *President and General Manager*: 737-3240

Robert M. Frierson, *Senior Vice President and Assistant General Manager*:
737-3260

Charlton W. Bowers, *Vice President of Engineering*: 737-3500

Jesse L. Bowers, Jr., *Vice President of Programming*: 737-3234

Thomas L. Clark, *Vice President for Production*: 737-3311

William D. Hay, *Vice President of Educational Radio*: 737-3407

George W. Hopkins, Jr., *Vice President of Systems Development, Planning and
Network Services*: 737-3244

*Joseph T. Karr, *Vice President of Administrative Services*: 737-3234

Bobbi J. Kennedy, *Vice President of Continuing Education*: 737-3451

June B. Licata, *Vice President for Regional Stations and Community Relations*:
737-3227

Mark H. Pierce, *Vice President of Planning, Research and Development*:
737-3372

Vacant, *Director of Public Information*: 737-3233

*Mr. Karr retired June 15, 1990 and was succeeded by Charles M. Case

Regional Stations

WJWJ-TV
P.O. Box 1165
105 South Ribaut Road
Beaufort, SC 29902
Ronald L. Schoenherr, *Manager*
(803) 524-0808

WRET-TV
P.O. Box 4069
Spartanburg, SC 29305
William S. Hart, *Manager*
(803) 599-0201

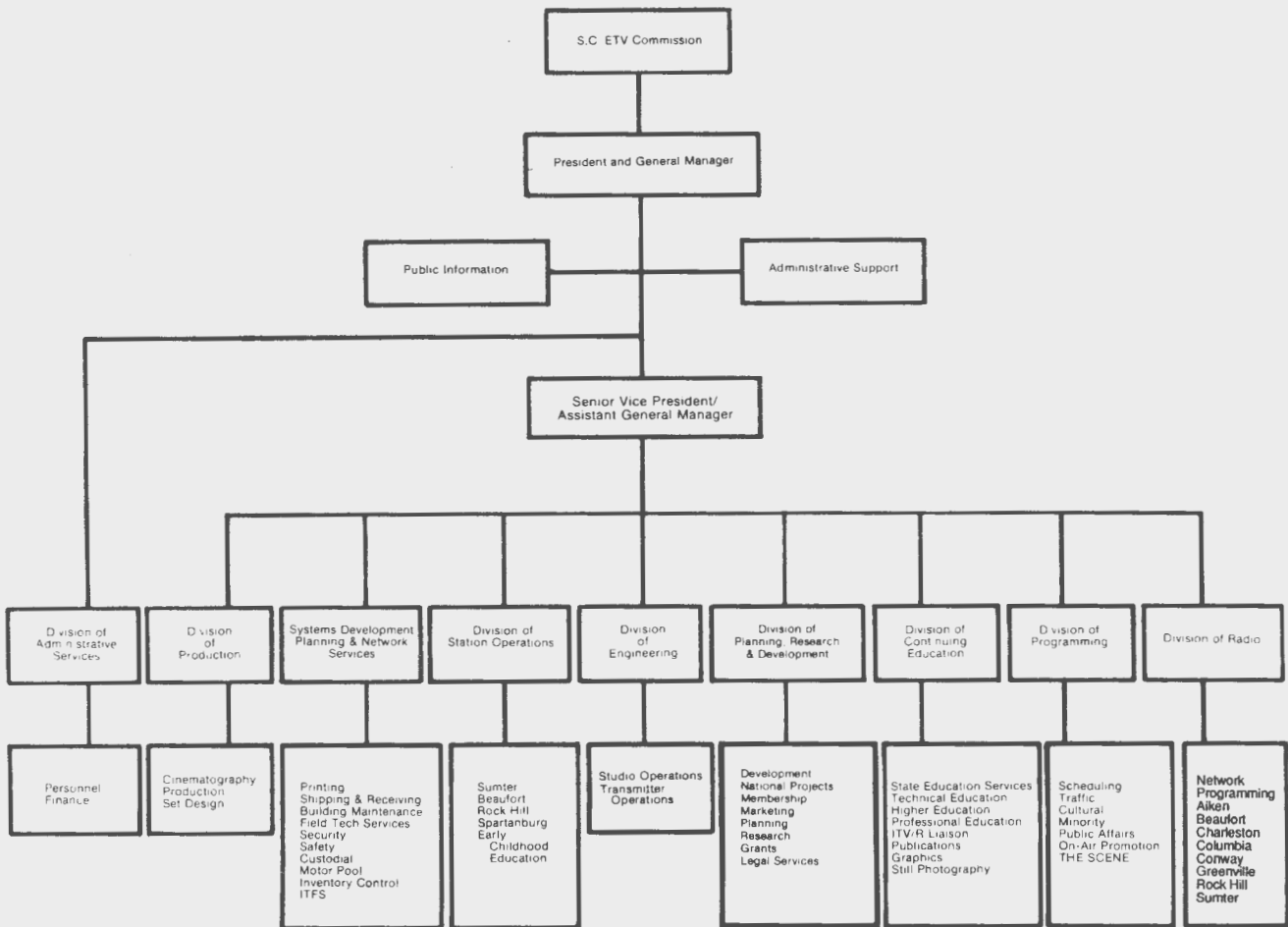
WRJA-TV
 P.O. Box 1836
 North Harvin Street
 Sumter, SC 29150
 James L. Barnard, *Manager*
 (803) 773-5546

WSCI-FM
 P.O. Box 801
 USS Yorktown
 Mt. Pleasant, SC 29464
 Marcia Byars-Warnock, *Manager*
 (803) 881-1160

WNSC-TV
 P.O. Box 11766
 Highway 21 Bypass
 Rock Hill, SC 29730
 John Bullington, *Manager*
 (803) 324-3184

WLTR-FM
 P.O. Drawer L
 2712 Millwood Avenue
 Columbia, SC 29250
 (803) 737-3403

III. Organizational Chart



IV. STATUTORY AUTHORITY

The South Carolina Educational Television Commission was created in Section 59-7 of the 1976 Code of Laws of South Carolina, as amended.

V. History

1957-1989: In 1957, the General Assembly passed a concurrent resolution which called for a study of the use of television in the public schools. On March 11, 1958, the study committee recommended that a pilot project be set up in one Columbia school. That summer a studio was built at Dreher High School and the experiment began in September. Henry J. Cauthen was the technical director for the project which was evaluated by R. Lynn Kalmbach. Public school ETV course enrollment was 300 that first year.

Educational television services were extended to five Columbia area schools in 1958. The South Carolina Educational Television Commission was created by the General Assembly in 1960 with R. Lynn Kalmbach serving as general manager. Expansion of the closed-circuit system was accomplished by the negotiation of the first reduced tariff rate for educational television in 1961. In 1962, state agencies and public school teachers began utilizing ETV for continuing professional education. By 1963, the closed-circuit network was extended to all counties, reaching 155 public high schools, 36 elementary schools, most state colleges, university extension centers and 10 hospitals.

In September of 1963, the ETV Network signed on its first open-circuit station, WNTV-TV in Greenville, with WITV in Charleston signing on a few months later. Henry J. Cauthen was named executive director of the ETV Network in 1965.

WRLK-TV, Columbia's open-circuit ETV station, signed on in 1966. With the three major cities in the state now with ETV stations, extensive programming for elementary schools was offered for the first time on open broadcast. September of 1967 saw the signing on of WJPM-TV, Florence, and WEBA-TV, Barnwell.

The University of South Carolina, in cooperation with the ETV Commission, began a program of graduate study in Business Administration through the closed-circuit system in 1970. Also, in 1970 the nation's first live domestic satellite transmission was organized in Columbia by S.C. ETV and William F. Buckley, Jr. agreed to bring *Firing Line* to public television via S.C. ETV.

In 1971, a color studio facility was put into operation and local instructional programs were first produced in color.

In 1972, the network began operation of its FM educational radio network with the sign-on of WEPR-FM in Greenville. WSCI-FM, Charleston, was added to the Network in 1973 and WMPR-FM, Sumter, and WLTR-FM, Columbia, signed on in 1975.

Television stations in Sumter, WRJA, and Beaufort, WJWJ, also began transmitting in 1975.

November 1977 marked the Network's first use of satellites for continuing education with live weekend broadcasts of medical seminars originating in Charleston and Columbia. Also in this month, S.C. ETV and the Southern Educational Communications Association broadcast the first simultaneous radio and television satellite transmission in history from Columbia to 15 other states.

In May of 1978, ETV joined the PBS satellite system. WNSC-TV and WPRV-FM in Rock Hill signed on that year. Beaufort's WJWJ-FM began transmitting in 1980 along with WRET-TV, Spartanburg, and WHMC-TV Conway. The radio stations in Sumter and Rock Hill underwent call letter changes to WRJA-FM and WNSC-FM, respectively.

In 1982, the Network began the phase-out of the leased line closed-circuit distribution system with a state-owned Instructional Television Fixed Service System (ITFS). In 1984, WNEH-TV, Greenwood, and WHMC-FM, Conway signed on. The first phase of the ITFS system was completed in 1986, providing full (four-channel) closed-circuit service to 240 school facilities and partial (two-channel) service to 189 school facilities.

S.C. ETV began a GED series for adults in cooperation with the office of Adult Education in October of 1986. Also that fall, the State Development Board created the Economic Development Institute which uses the Network's statewide teleconference services.

In February of 1988, ETV commemorated Black History Month with the Network's most technically intricate satellite interconnect to produce a national teleconference with participants in Columbia, Detroit, Atlanta, and Washington, D.C. Two months later, ETV President Henry J. Cauthen was recognized by public broadcasting managers across the country as the Nation's Outstanding Public Television Manager, the first time such an award had been given.

S.C. ETV began celebrating its 30th anniversary in September of 1988 with a ceremony at Columbia's Dreher High School. Additional elements of the 30th celebration included a 60-minute documentary about ETV, a live, two-hour national broadcast of **Firing Line** from Longstreet Theatre in Columbia, ETV day at the South Carolina State Fair and the opening of the S.C. ETV museum exhibit "Images of Excellence," at the Columbia Museum of Art. The museum exhibit then travelled to other museums throughout the state.

Also in January of 1989 ETV purchased the former State-Record Building in Columbia for \$4 million.

During 1988-89, the Star Schools program—live, interactive instruction in advanced math, science and foreign language via satellite—became a reality. With Mr. Cauthen providing the leadership, the 18 state-consortium, SERC, received a \$5.6 million grant in July of 1988, from the U.S.

Department of Education to implement a Star Schools project for fall of 1989.

S.C. ETV continued to produce and/or present important national and local documentaries and teleconferences for both television and radio.

During the 1988-89 fiscal year, ETV President Henry J. Cauthen was awarded the Order of the Palmetto by Governor Carroll A. Campbell in recognition of 30 years of leadership and service to the agency. In addition, Mr. Cauthen was honored in May of 1989 with the Jefferson Award.

1989-90: Henry J. Cauthen, along with Dr. Charlie Williams, co-chaired SERC's board and oversaw the beginning of SERC's Demonstration Year, the year in which live, interactive instruction was delivered via satellite to 380 high schools in 23 states. With the initial Star Schools grant of \$5.6 million, a \$250,000 award from the Corporation for Public Broadcasting, and membership dues in hand for Demonstration Year educational activities, S.C. ETV was notified that SERC's second Star Schools proposal had been approved for an award of \$4.1 million for the upcoming 1990-91 school year.

Of the seven high school courses delivered under the 1989-90 SERC umbrella, four were produced in S.C. ETV's Star Schools studio in Columbia. These ETV courses were **Russian I**, **A.P. Economics (Macro)**, **A.P. Economics (Micro)**, and **A.P. Calculus for Teachers**, a college credit course. Student enrollments were high and exceeded expectations for the first demonstration year. In South Carolina alone, a total of 32 high schools and 224 students actively participated in the educational satellite program. Including South Carolina statistics, the national SERC enrollment was 380 schools and over 3,800 students. In addition, approximately 10,000 sites nationally accommodated teachers who took advantage of the many in-service courses offered periodically throughout the school year, while nearly 30,000 students participated in the non-credit student Science and Technology seminars.

With two satellite uplinks and a multi-port audio bridge, ETV not only broadcast 50 percent of SERC's course schedule live from 9 a.m. until 3:20 p.m., Monday through Friday in 1989-90, but also functioned as SERC's MOT (Master Origination Terminal) for the monitoring and control of all other SERC courses.

ETV's Field Technical Services staff, in cooperation with the schools, surveyed school sites, determined the technical specifications required by each location, ordered the equipment, arranged for its installment and performed tests prior to utilization. Four regional campuses of the University of South Carolina also received downlinks.

ETV's success in delivering education in critical subjects to remote and disadvantaged students and teachers throughout the nation continues to receive national acclaim. As one columnist noted, S.C. ETV is a "national leader in an educational revolution."

One of SERC's greatest contributions is in the area of teacher recruitment. Schools with limited resources that are unable to hire foreign language teachers are finding SERC offers an answer to the teacher shortage.

Indeed, SERC promises to improve America's competitiveness in business, industry, education, and all manner of international exchange.

During 1989-90, ETV took advantage of a number of opportunities to maximize the services it provides to other state agencies, business, and industry. Eighty-nine media projects were produced for these groups as well as for nonprofit organizations. ETV provided project development, assistance, and production capabilities.

In addition, S.C. ETV produced a major documentary on the importance of quality in the workplace entitled **America Fights Back**. The program was South Carolina's timely response to the nation's desire to regain a competitive edge in the global market. The program highlighted several successful businesses within the state. After a statewide broadcast over ETV, the program was distributed nationally through the Southern Educational Communications Association (SECA)—thus showcasing South Carolina's strides in quality control.

S.C. ETV's response to Hurricane Hugo was unsurpassed. The network provided extensive comprehensive coverage; indeed, ETV personnel were preparing to bring South Carolinians up-to-the-minute coverage prior to Hugo's landfall. From ETV's aerial footage, broadcast within hours of the landfall, to the clean-up and rebuilding, citizens were not only kept abreast of fast-breaking developments but provided much-needed information. Coverage of Hugo's impending arrival began on Wednesday, September 20, 1989, with a segment of **Focus**, and continued with another **Focus** segment on September 21. All during the day ETV's live updates were broadcast from the Emergency Operations Center (EOC), which was tracking Hugo's progress. ERN extended **Carolina 6:30** with information concerning Hugo's imminent landfall.

To cover the aftermath, seven crews were assigned to various parts of the state. The conditions after the storm were unpredictable, therefore, crews took equipment home on Thursday night with instructions to proceed to assigned areas as soon as the hurricane passed.

On Friday, September 22, Hugo hit Charleston at 12:01 a.m. with winds of 135 mph. Staff at WJWJ-TV in Beaufort rode out the hurricane at the station in order to provide additional updates to the public. In the hours, days, and months that followed, ETV provided a constant stream of information, including a special, **The Storm of the Century**, the "Governor's Flyover," several special editions of **CrossTalk**, and **Timber and Hugo**, a comprehensive report on the impact of Hugo on South Carolina's timber industry. ERN provided assistance in the production and distribution of Governor Campbell's press announcement concerning relief funds and the creation of a disaster hotline.

Governor Campbell singled out S.C. ETV as being the most important media outlet during the recovery period. To date, over 10,000 copies of ETV's Hurricane Hugo coverage have been distributed at cost to viewers in South Carolina and nationally. S.C. ETV's efforts garnered the presti-

gious J.C. Penney–University of Missouri Television Award, the first time the award has been given to a public television network.

S.C. ETV did not emerge unscathed from Hurricane Hugo. The ITFS and microwave tower for the Charleston area was destroyed. ETV immediately initiated an emergency plan to restore the signal to the area. Through the imaginative use of out-of-service transmitter systems and off-the-air pick-up of signals, interim measures were developed to provide signals to WITV and to WSCI-FM as well as those facilities served by the Charleston ITFS WAT system. Even though the Charleston ITFS LAT system could not be immediately restored, facilities were put in place that allowed for duplication of tapes to service affected areas. The transmitter tower and the equipment building were successfully relocated and replaced. Indeed, S.C. ETV was able to negotiate a “rent free” emergency lease to allow for the relocation facilities to the Tall Tower pending resolution of litigation. Viewers in the low country now receive increased power and coverage.

S.C. ETV provided increased teleconference services to state government and medical and professional education and training groups and, once again, ranked as the nation’s busiest state teleconferencing center. The production and/or distribution of 511 audioconferences and 571 videoconferences represented a 12.7-percent increase in 1989-90 from the previous fiscal year.

There were 28 conferences produced in ETV’s studios that were distributed to the state via the closed-circuit system. S.C. ETV’s satellite facilities and statewide closed-circuit television system were used to distribute an additional 97 teleconferences to audiences across South Carolina. Four national satellite uplinks were produced. Twenty-seven satellite conferences were viewed by audiences in ETV’s downlink viewing rooms. State agencies also made extensive use of ETV’s telephone conferencing bridge, holding 511 audioconferences during the year.

Satellite videoconferences produced during 1989-90 included the third Black History event, which linked Detroit and Los Angeles to S.C. ETV by satellite and featured 11 outstanding African American role models. These noted participants answered questions posed by selected South Carolina honor students.

“New View” was another significant satellite project. This pioneering teleconference showcased selections from the catalogs of 11 independent film and video distributors. National Endowment for the Arts (NEA) Chairman John Frohnmayer traveled to Columbia to introduce the program from the ETV studios. The program was viewed in more than 150 cities across the country.

S.C. ETV continued to produce and/or present exceptional documentaries and programs for the nation’s public television schedules. ETV provided a major four-part series in the Public Broadcasting Service’s (PBS) special line-up for Operation Earth entitled **Local Heroes, Global Change**.

The series presented a fresh look at the developing world and its attempt to break the cycle of poverty and hunger through the efforts of its own people.

Other S.C. ETV productions and/or presentations that appeared nationally included **Journey Into Sleep**, a fascinating scientific look at the sleep process; **Foundations: The People and the Money**, an examination of the foundation grant-making process; **The Other Side of the Moon**, a reflection on the 20th anniversary of the first lunar landing; **Dawn's Early Light**, a documentary on Ralph McGill and his role as a reporter during the Civil Rights Movement; **Trey Ellis and Sonia Sanchez**, presented as part of PBS's offerings for Black History Month; **Just Listen: Living with Medical Choices**, a documentary on medical ethics; **Fire From the Sun: The Search for Fusion Energy**; and a **Firing Line** special "Should Drugs Be Legalized."

In addition, S.C. ETV presented the 90-minute **Stations of Bach**, a beautiful documentary on the life of Johann Sebastian Bach. Publicity for the **Stations of Bach** reached what the *Washington Post* called "historic" proportions when the East and West German Embassies agreed to host a first-ever joint reception honoring the program at the National Press Club in Washington, D.C. South Carolina ETV was an essential part of this event that received international coverage.

South Carolina ETV remained committed to comprehensive statewide coverage of issues critical to the people of the state. **Capitol View** continued to afford the State's legislators an opportunity to speak directly to their constituency. **Statehouse Week**, given a new look and time slot, provided a weekly review of the action of the South Carolina General Assembly. **CrossTalk** continued to gain new viewers with up-to-the-hour coverage of new and breaking public affairs issues. In addition, **Focus**, **Jobman Caravan**, **For the People**, **NatureScene**, and **Art's the Thing** continued as weekly series addressing the diverse interests of the people in the state.

Seeking ways to serve community needs, ETV produced seven new documentaries on issues of special interest to South Carolina: **Aiken Looks Ahead**, on recycling in South Carolina; **Makin' a Way Out of No Way—Modjeska Monteith Simkins**, a poignant look at South Carolina's venerable human rights leader; **The Storm of the Century**, the impact of Hugo on the state; **Timber and Hugo**, a study of the effect of Hugo on the timber industry; **The Peruvian Paso**, a look at a unique breed of horses imported from Peru and bred at Cherokee Plantation near Walterboro, South Carolina; and **The Perfect Stargazer**, an examination of a revolutionary robotic telescope now in use by the Citadel and the College of Charleston.

S.C. Educational Radio again provided the nation with the outstanding Peabody Award-winning radio series **Marian McPartland's Piano Jazz**, **Spoleto Chamber Music**, and **Fred Hersch at Town Hall**.

ETV's reputation for excellence was again substantiated with numerous awards. They included: **Architecture: The Shaping of Space**—an Ohio State Award; **The Storm of the Century**—a silver award, Houston International Film Festival, a J.C. Penney Missouri Award, special recognition by the United Way of South Carolina for helping fellow South Carolinians affected by Hurricane Hugo; **Makin' a Way Out of No Way—Modjeska Monteith Simkins**—a silver award, Houston International Film Festival; **Hugo and Timber**—Associated Press Award; and **CrossTalk**—Sigma Theta Tau International Media Award for Excellence in Nursing Journalism and the National Association of Consumer Agency Administrators Outstanding Electronic Media Award.

ETV has successfully continued to expand the ITFS system in the state. In the 1989-90 bid, documents were developed for construction and equipment purchases. Contracts were awarded for the transmitter systems and towers at Lexington, Chester, Bennettsville, and Oconee school districts. Construction at these sites is 80 percent complete and on schedule. Contracts were awarded for the construction of receive towers at all locations: Lexington, Chester, Bennettsville, Oconee, Walterboro, York, Anderson, and Charleston. In addition, contracts were awarded for the construction of tape center buildings at Lexington and Bennettsville.

During the fiscal year, Mr. Cauthen also developed a plan to provide 12 channels for higher education needs utilizing ITFS and satellite technology. The plan was presented to and received approval from the Office of Information Technology Planning of the Budget and Control Board and from the Commission on Higher Education. The funds for implementation were sought in the 1990-91 budget appropriations.

The construction of the Aiken radio station WLJK-FM, was successfully completed and the station now provides full resource services to the community over its main channel as well as 17 hours per day of special broadcasting to the blind over its subchannel.

During 1989-90, ETV successfully completed the schematic design phase for the State/Record building. The floor plan to house S.C. ERN radio facilities has been designed and plans for renovations are now in progress. ETV/ERN plans to relocate to the new building during the 1990-91 fiscal year.

During the 1989-90 fiscal year, the ETV Endowment of South Carolina had a unique opportunity to acquire the Sara Lee/Pearce Young and Angel (PYA) properties adjacent to the State/Record building. These properties promise to be a major asset for the future expansion of S.C. ETV as a national premier production center as well as a boost to the economic development of South Carolina.

Capitalizing on the resources of the Sara Lee/PYA building, Mr. Cauthen was instrumental in the passage of a proviso which allows the use of state funds for renovations to this outstanding facility. In turn, the ETV Endowment of South Carolina will sell the portion of the building that is

renovated to the state for the purchase price of \$1.00. The remaining space will be available to ETV as needed. This arrangement signifies a tremendous savings to the state and an investment in its ability to attract television and film production companies to the area.

During 1989-90, S.C. ETV organized another "ITFS Emphasis Week." This campaign, designed to educate the public on the importance of ITFS, included the use of ETV's public affairs program **CrossTalk**. With preproduced features, teachers and students provided testimonials during the prime-time program that powerfully illustrated the impact ITFS has in the classroom.

ETV also managed a "CPB Star Schools Day" where parents, legislators, and press throughout the state were invited to visit local high schools to see the SERC program in action. Invitations to attend were issued by the chairman of the Senate House Education Committee to fellow legislators. In addition, Mr. Cauthen testified before a committee of the United States Congress on behalf of SERC.

ETV provided an on-air promotion campaign entitled "ETV—More Than What You See" to further communicate to viewers S.C. ETV's vast services.

The Children's Place, ETV's on-site child-care center and production facility for early childhood tapes, celebrated its first anniversary during 1989-90. The center continued to serve as a model for employer-sponsored, on-site child care. Indeed, Governor Carroll Campbell selected The Children's Place as the location for a public service announcement concerning the need for quality child-care programs within the state.

Mr. Cauthen was appointed by Lt. Governor Theodore to the South Carolina Public/Private Child Care Council and chairs one of the subcommittees. Local commercial television stations used the center extensively to gather footage that would exemplify quality child care within the state. This footage was constantly used in news stories centered on crucial child-care issues.

Over 30 businesses, governmental agencies, and other public television networks visited the center during 1989-90. In addition, many nationally recognized early childhood professionals have visited and/or requested information on The Children's Place.

During 1989-90, ETV completed 45 new training tape programs in collaboration with other state agencies and the National Association for the Education of Young Children. Distribution of early childhood tapes exceeded 10,000 during the year. In addition, Mr. Cauthen developed a proposal for the use of satellite technology to deliver early childhood training tapes to Head Start staff on a national level.

ETV continued to provide community outreach efforts on adult literacy through local programming and interagency assistance. The **Learning for Living** program was broadcast statewide from September 1989 through May 1990. The 160-program series was offered to other public broadcast-

ing stations, adult learning centers, and others involved in the adult literacy effort. S.C. ETV continued to air the 43-program series **GED** on ETV statewide on a weekly basis.

S.C. ETV made significant gains in its affirmative action plan, placing in the top four out of all state agencies surveyed. ETV continued to promote ETV's many services to the African American community. In addition, ETV was consistent in providing essential programming such as the third annual national teleconference during Black History Month; the continuation of weekly series such as **Jobman Caravan** and **For the People**; timely issues-oriented programming on **CrossTalk**; and specials such as **Makin' a Way Out of No Way—Modjeska Monteith Simkins, Trey Ellis, and Sonia Sanchez**.

Henry J. Cauthen continued to be honored and recognized by government, business, and community organizations in South Carolina and the nation. During 1989-90, Mr. Cauthen was honored with the prestigious Elizabeth O'Neill Verner Award in recognition of his noteworthy contributions to the arts. He was appointed by President Bush to serve on the 10-member Board of the Corporation for Public Broadcasting (CPB), a national organization charged with the growth and development of public broadcasting in the United States. In addition, Mr. Cauthen was unanimously elected as vice-president of INPUT, an international public television organization dedicated to excellence in programming worldwide. On June 19, 1990, Mr. Cauthen was elected as the board chairman for the Association for Public Broadcasting (APB), an organization that provides strong advocacy for public television before the federal government. Mr. Cauthen's term with APB begins with the 1990-91 fiscal year.

VI. Objectives

The South Carolina Educational Network Commission (S.C. ETV) has a number of major objectives and responsibilities to the people of South Carolina. S.C. ETV telecasts 98:08 hours on its open- and closed-circuit systems during a typical school day to carry out these functions. The Commission strives constantly to find more and better ways to fulfill its objectives.

1. The Commission's primary responsibility is to provide instructional television lessons for use in all the schools of the state, whether elementary, secondary, institutions of higher learning, or technical training facilities.
2. A second responsibility is to provide comprehensive opportunities for the teachers of South Carolina to continue their professional education.
3. An additional responsibility is to provide continuing professional education for South Carolina citizens through the production and

transmission of postgraduate courses in such fields as medicine, law, dentistry, pharmacy, law enforcement, correctional institutional training, food service, and any fields where the need arises or is recognized.

4. A responsibility closely tied to the economic progress of the state is to provide educational television materials for the continuing training and education of business and industrial personnel.
5. An additional responsibility is to cooperate with all state agencies by providing ETV courses for higher education students, information programming for the public, training for agency personnel and interagency communications.
6. A final responsibility inherent in any institution of education—whether it be a school, college, museum, or television station—is to provide general information reflecting knowledge of an interest in the world.

VII. SERVICES

Instructional TV (ITV)

The State Department of Education's Office of Instructional Technology (ITECH), through the S.C. Educational Television and Radio networks, provides effective mediated instruction to expand the curriculum experiences of students in grades K-12 throughout the state.

Over 515,305 public school students (83 percent) in South Carolina use instructional television programming, which is transmitted over S.C. ETV's 11 broadcast channels and closed-circuit (ITFS) system. The 19,827 teachers using ITV select from over 241 series, many produced by S.C. ETV, to expand the curriculum experiences of their students in grades K-12.

As part of the ITV service, the principal of each school in South Carolina that uses ITV appoints a building coordinator to help teachers make the best use of television. Five utilization consultants work on the regional level with school administrators, building coordinators and teachers; and assist with workshops, teacher in-service, and PTA projects.

As an additional service, ITECH provides a variety of publications printed by S.C. ETV—all designed to assist the teacher in effectively using the ITV resources as valuable teaching tools with unlimited possibilities.

Staff Development Education for Teachers

Staff development programs for teachers are scheduled each school day from 3:00-4:00 p.m. on ETV, with additional resources broadcast on Educational Radio. In 1989-90, there were 43 TV and radio series and 197 single-program specials, for a total of 613 programs. In addition to those

for teachers, programs were available for use by administrators, aides, custodians, and school district staff members in a number of major areas.

Higher Education

During 1989-90, S.C. ETV broadcast 160 college credit courses to a total of 7,182 students via open- and closed-circuit television in a cooperative educational effort with the University of South Carolina, Clemson University, the Medical University of South Carolina, and South Carolina State College.

Programming on the closed circuit included two master's degree programs, one in business administration (MBA) and the other in engineering education (APOGEE), as well as selected courses in mathematics education, library science, nursing, nutrition, English, computer science, and social welfare.

Medical Education

During 1989-90, S.C. ETV worked closely with the Medical University of South Carolina, the Department of Health and Environmental Control, and other health-related agencies to deliver a wide variety of medically oriented programming. More than 1,461 hours of programming, including satellite downlinks were distributed over the S.C. ETV closed-circuit network to 25,264 medical viewers. Eighty-three hospitals, mental health offices, area health education centers, DHEC sites, and technical schools are connected to S.C. ETV's closed circuit, composing the largest state medical network in America.

Adult Literacy

A half million adult South Carolinians are classified as functionally illiterate. S.C. ETV is committed to help end this tragic waste of our state's most valuable resource—its people. S.C. ETV's adult literacy efforts include such productions as the **Governor's Initiative for Workplace Literacy** and the Palmetto Project's **Workplace Literacy**, which were designed to involve business and industry in the state's literacy efforts. **New Beginnings** documents the efforts of the S.C. Literacy Association to address literacy problems throughout the state.

S.C. ETV continued to broadcast **Learning for Living**, a cooperative effort between WYFF-TV, the State Department of Education, and S.C. ETV. The series is designed to teach reading skills to adults who read at less than the fifth-grade level. **GED on S.C. ETV** helps prepare adult learners for the GED exam. These literacy programs are broadcast into students' homes and are used in literacy classes in adult learning centers statewide.

Early Childhood Education

The S.C. ETV Early Childhood Media Training Project educates early childhood professionals all across South Carolina via videotape. S.C. ETV has served 450 early childhood centers by producing training videotapes and placing these programs and/or video equipment in these centers. In addition, S.C. ETV's Early Childhood Department has established a relationship with the South Carolina State Library where the State Library makes these training tapes available to early childhood education/development facilities throughout South Carolina free of charge. Significant cooperative agreements were arranged with the Department of Mental Health and public school districts. These arrangements now extend early childhood training services to 45 mental health centers and 93 school districts.

S.C. ETV expanded its video production of training programs for early childhood professionals through collaborative efforts with other state agencies and the National Association for the Education of Young Children. S.C. ETV's early childhood training programs are now distributed in Australia and New Zealand. The audience for programs produced by the Early Childhood Department has been extended to include young children. Based on the pilot program produced last year, S.C. ETV secured funding for a new children's series, **Let's Play Like**, in co-production with TV Ontario.

During 1989-90, The Children's Place at S.C. ETV continued to serve as a model for employer-sponsored, on-site child care. Governor Carroll Campbell selected The Children's Place as the location for a public service announcement concerning the need for quality child-care programs. Local commercial television stations used the center this year to tape footage which was used in news stories about child care. Over 30 businesses, governmental agencies, and other public television networks have visited the center and requested information about the program.

Law Enforcement In-Service Training

Crime to Court, a monthly closed-circuit series produced by ETV, keeps approximately 6,500 S.C. law enforcement personnel, judges, and magistrates abreast of the latest in legal decisions and law enforcement techniques and procedures without travel time away from their duty.

Service to Business, Industry, and State Agency Media Projects

S.C. ETV continued to play an important role in assisting state, regional, and local governments in industrial development by enhancing the quality of life throughout the state, by producing and airing programming of interest to the business community, and by producing recruiting and training videos for use in industrial recruitment. S.C. ETV promotes the continuing competitiveness of existing industry through such programs as **America Fights Back**, a special focusing on quality in the workplace.

Additionally, S.C. ETV provides media services to state agencies and nonprofit organizations ranging from the Aeronautics Commission to the Department of Youth Services. These include public service announcements, training and instructional tapes, tapes describing agency services, and other educational materials ranging from slides to publications.

Legal Continuing Education

S.C. ETV has provided telecommunication facilities in support of state-wide legal continuing education for more than 13 years. In 1989-90, 2,555 legal professionals utilized ETV satellite, ITFS, and audio conference technologies.

Regional Production Facilities

South Carolina ETV has four regional stations with production capabilities: WJWJ-TV Beaufort; WNSC-TV, Rock Hill; WRET-TV, Spartanburg; WRJA-TV, Sumter.

In addition to extending all aspects of ETV's services to area residents, these regional centers produce and distribute programming which meets the exact needs of their area schools, communities, and educational institutions. For example, during 1989-90, WNSC-TV in Rock Hill provided local viewers with special programming on literacy in the workplace, heart disease prevention, and a three-hour special **DUI=DOA** targeted to teens in York County. WRJA-TV in Sumter produced **Journal**, a series that covers life in Sumter and other surrounding communities. In addition, WRJA-TV produced several monthly programs of community interest, including **Agriculture Today**, about agribusiness, and **Good 'N' Easy**, a program devoted to nutritional cooking.

These regional ETV facilities create valuable non-broadcast programs for the special needs of state agencies, institutions of higher learning, local units of government, business, and industry. These non-broadcast programs range from in-service training tapes to industrial recruitment tapes. In addition, the regional facilities contribute to statewide programming such as **Mary Long's Yesteryear**.

Educational Radio Network

The S.C. Educational Radio Network (S.C. ERN) each day provides 19 hours of early morning, afternoon, and evening broadcasts which bring informational, educational, and cultural materials to the general public. Teacher staff development programming is offered at 3:00 p.m. weekdays.

The eight radio stations of the S.C. Educational Radio Network are WSCI-FM 89.3/Charleston; WEPR-FM 90.1/Greenville-Spartanburg; WLTR-FM 91.3/Columbia; WNSC-FM 88.9/Rock Hill; WRJA-FM 88.1/Sumter; WJWJ-FM 89.9 Beaufort; WHMC-FM 90.1/Conway-Myrtle Beach; and WLJK 89.1/Aiken.

Educational Radio for the Blind

The S.C. Educational Radio Network broadcasts reading materials for 17 hours daily to over 2,200 blind South Carolinians through a special frequency. Readings of newspapers, magazines, and books are joined by programs on employment information, consumer tips, self-defense, and home-study courses.

VIII. SUMMARY OF SERVICES PROVIDED BY S.C. ETV, 1989-90

1. Public Schools	
Individual Students	515,305
Course Enrollment	3,234,364
Schools Served	1,061
2. Early Childhood Education	
Facilities	450
Staff Served	2,500
Children Served	20,000
3. Higher Education	
Courses	160
Total Student Enrollment	7,182
4. Staff Development	
Courses (Individual Programs: 613)	43
Teachers and Other School Personnel Enrollment	3,661
5. Medical Education	
Medical Personnel Served	25,264
Hospitals Served	48
DHEC Offices Served	17
Mental Health Offices Served	15
Technical Schools Served	3
6. Law Enforcement Training	
Total monthly course enrollment of officers, judges, and magistrates	6,500
7. Legal Continuing Education	
Teleconferences	13
Attorneys Served	2,555
8. Business /Industry and State Agency Media Projects	
Programs and Projects	89
9. State Government Audio/Video Teleconferences	
Audio Conferences	511
Video Conferences	571
10. Network-Produced Programs	
ITV (TV and Radio)	674
ITV Staff Development	436
Minority	43
Public Affairs	349

Nature and Science	9	
Arts and Culture	46	
11. Radio (Including Radio Services to the Blind)		
Broadcast Hours	7,133	
Broadcast Hours (Services to the Blind)	6,205	
Total Radio Broadcast Hours	13,338	
Locally Produced Programs	3,192	
Locally Produced Programs (Services to Blind)	4,160	
Total Radio Programs Produced	7,352	
12. Regional Stations Locally Produced Programs		
Beaufort	450	
Rock Hill	279	
Spartanburg	298	
Sumter	372	
Total	1,399	
13. Multichannel Programming for a Typical Day		
	Percent of	
Programming Type	Hours/Day	Broadcast Day
Public School	47:29	48.39
Teacher Staff Development	4:00	4.08
Professional Education	8:30	8.66
College Credit	15:25	15.71
General Education	12:24	12.63
Children	4:59	5.08
Evening Programs	5:21	5.45
Total	98:08	100.00
Total Number of Programs: 214		
Programs Transmitted Through Broadcast Stations, ITFS Network and Satellites		
Programs		51,597
Hours		25,729
14. National Programming and Development		
Grants Obtained		\$4,120,925
15. Print Shop		
Jobs		708
Copies		2,630,309
16. School Reception Equipment		
Television Receivers Purchased by ETV		649
Television Receivers Purchased by Schools		1,432
17. School Building Distribution Systems		
Additional Outlets* During 1989-90		1,487

*This was done on a matching basis: ETV furnished the equipment, schools paid the labor (private contractor) or purchased TV sets, etc.

18. Classroom Use of ETV Reflects Increased Enrollment

Total Course Enrollment*		Individual Student Enrollment **	
1979-1980	1,885,203	1979-1980	357,572
1980-1981	1,978,785	1980-1981	386,198
1981-1982	2,145,544	1981-1982	405,622
1982-1983	2,098,616	1982-1983	411,137
1983-1984	2,123,931	1983-1984	429,928
1984-1985	2,331,464	1984-1985	447,551
1985-1986	2,553,764	1985-1986	464,586
1986-1987	2,863,825	1986-1987	491,356
1987-1988	2,949,701	1987-1988	506,010
1988-1989	3,333,702	1988-1989	513,604
1989-1990	3,234,364 ***	1989-1990	515,305 ****

*This enrollment figure represents the total number of course exposures to students; thus a student who takes two courses is counted two times.

**This figure counts the student only one time, regardless of how many courses he or she may view.

***After Hugo's landfall in the lowcountry, ETV lost its transmitter. Consequently, the Charleston area was without service for the remainder of the school year. This figure does not include the 81,000 course enrollments in the Charleston area which were lost.

****See above. S.C. ETV lost 6,400 individual students in the Charleston area. This figure does not include these students.

IX. SUMMARY OF ETV MEDIA PRODUCTION AND TELECONFERENCING SERVICES TO AGENCIES

Business, Industry and State Agency Media Projects

South Carolina ETV assists state agencies with their internal training and media needs and helps enhance the business climate of our state. The Network's Division of Continuing Education produced 89 media projects ranging from industrial recruitment tapes to documentaries. Topics covered a wide variety—from the environment to quality improvement in the workplace. The largest project remained the monthly training program for law enforcement officers and magistrates, **Crime to Court**. This series continues to be produced for the S.C. Criminal Justice Academy. In conjunction with these projects, 4,867 videocassette dubs were created for distribution. Forty different organizations and agencies were served.

State Government Audio and Video Teleconferences

During fiscal year 1989-90, S.C. ETV coordinated 1,082 video and audio conferences for state government. A total of 8,714 hours of audio conferencing time was allocated to state agencies on the S.C. ETV telephone bridge compared to 7,674 of audio conferencing time allocated in 1988-89.

Media Production and Teleconferencing Services— Costs and Benefits

ETV Direct Costs	\$179,649	Travel Savings**	\$2,786,017
<u>Billed to Agencies</u>	<u>\$179,649</u>	Productivity Savings***	\$2,754,924
Net ETV Out-of-Pocket Costs	0	Estimated Cost of Services at	
		<u>Commercial Rates</u>	<u>\$5,707,315</u>
		Total Value to State	\$11,248,385
ETV In-Kind Resources*	\$516,684.60		
Total Cost to ETV	\$516,684.60		

Net Savings to State: \$10,731,700.40

*These resources represent the capacity already in place for accomplishing ETV's mission (cameras, studios, video recorders, staff, etc.)

**Travel savings are calculated on the number of conferences x the number of participants x 150 miles round trip x \$.21 per mile.

***Productivity cost savings are based on the number of conferences x the number of participants x three hours round trip x employee rate @ \$10.00 per hour.

Media Production Projects

Agency	Number of Projects	Project Type	ETV Out of Pocket	ETV In Kind
Aeronautics Commission	1	Doc.	\$ 557	\$ 8,592
	1	Address	33	540
Aiken Center	1	5 dubs	37*	
American Heart Association	1	21 dubs	247*	
Bar Association	1	350 dubs	2,010*	
Center for Teacher Recruitment	1	45 dubs	346*	
Continuum of Care	1	Doc.	76	807
Criminal Justice Academy	12	Training	115,397	54,185
		3,684 dubs	16,136*	
Darlington County Schools (Adult Education)	1	1 dub	14*	
Department of Corrections DHEC	4	PSA's	121	2,114
	8	PSA'S	2,838	2,376
	1	Instruct.	1,570	9,034
	1	50 dubs	456*	
Earth Day Steering Committee	3	PSA's	580	1,698
General Services (Budget and Control Board)	1	Doc.	1,736	2,173
Governor's Office	4	PSA's	352	3,070
	1	Doc.	2,448	8,519
Greenwood Chamber of Commerce	1	Doc.	318	866
Human Resource Management (Budget and Control Board)	4	Trng.	2,858	24,754
	1	Slide/tape	38	247
	1	10 dubs	153*	
Insurance Services (Budget and Control Board)	1	Address	72	700
	1	Instruct.	672	101
	1	6 dubs	226*	
Junior Achievement	2	Address	520	3,599
Labor Commission	1	Doc.	78	953
Land Resources Commission	1	Still photo.	134	168
Literacy Association	1	Doc.	1,632	10,403
	1	4 dubs	53*	
Materials Management Office (Budget and Control Board)	1	Doc.	488	12,751
Mental Retardation	1	9 dubs	69*	

Agency	Number of Projects	Project Type	ETV Out of Pocket	ETV In Kind
Midlands Technical College	1	Doc.	\$ 176	\$ 7,379
Parks, Recreation and Tourism	1	Doc.	124	2,322
	1	Address	121	326
Palmetto Project	1	6 dubs	43*	
Pickens County Development Board		Doc.	1,789	10,098
Probation, Pardon and Parole	1	Doc.	97	414
	1	8 dubs	118*	
Project Help (speech disorders)	2	PSA's	512	1,623
Research and Statistical Service (Budget and Control Board)	1	Instruct.	1,500	2,927
	1	PSA	1,122	846
	1	Doc.	4,312	11,231
	1	61 dubs	2,288*	
S.C. Board for Licensure of Professional Counselors	1	Doc.	602	10,057
S.C. Research Authority	1	Doc.	2,379	14,222
School Council Assistance Project (USC College of Education)	4	PSA's	361	3,208
Spartanburg Chamber of Commerce	1	Doc.	2,275	16,509
State Museum	1	Edit	80	2,987
State Development Board	1	20 dubs	223*	
	1	Doc.	4,998	0
State Employees Association	1	Slide/tape	119	797
Strom Thurmond Vocational Center	1	Recruit.	3,462	86
Vocational Rehabilitation	1	30 dubs	505*	
Waccamaw Public Health District	1	Edit	65	85
Youth Services	1	12 dubs	113*	
Totals	89		\$179,649	\$242,767
Total Dubs	4,867 (Crime to Court, 3,684; others, 1,183)			

*This figure is the amount that ETV billed the agency for videotape duplication services and represents both the out-of-pocket and in-kind cost to ETV.

Teleconferencing

DL: Downlink
 ORIG: Origination
 DLPT: Downlink passthrough
 VPT: Video passthrough

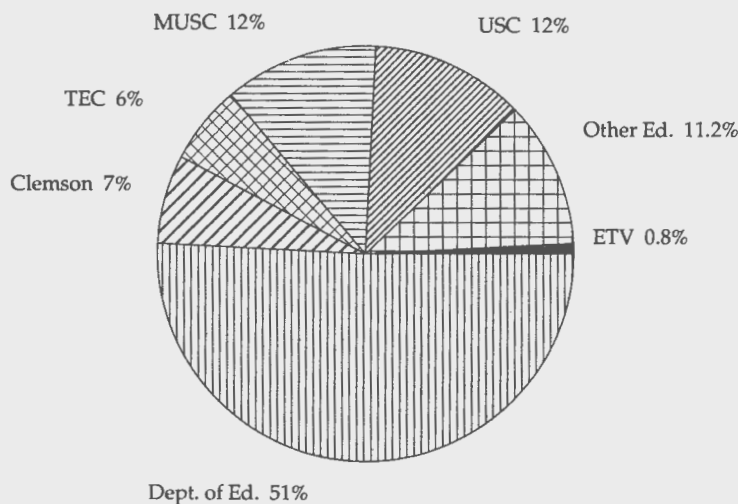
Agency	Project No. and Type	ETV In-Kind
Arts Commission	1 ORIG	\$ 1,398.20
Commission on Aging	3 ORIG 1 DL	2,237.12 450.00
Department of Agriculture	1 DLPT 1 DL	495.00 450.00
Coastal Council	1 ORIG	838.92
Clemson	8 ORIG 3 DLPT 8 VPT	4,474.24 1,897.50 3,220.00
Department of Corrections	1 DL	375.00
Criminal Justice Academy	5 DL	750.00
Disaster Preparedness	3 DL	217.50
Education	1 ORIG 1 DLPT	559.28 577.50
Fire Marshal	1 DL	750.00
Forestry	1 DL	300.00
Health and Environmental Control	1 ORIG 2 DLPT 6 DL	559.28 1,650.00 4,425.00
Highways and Public Transportation	1 DLPT 1 DL	990.00 690.00
Insurance Services	1 ORIG 3 VPT	559.28 632.50
Mental Health	1 ORIG 1 DLPT	559.28 247.50
MUSC	13 ORIG 56 DLPT 390 VPT	5,044.00 18,480.00 89,700.00
Social Services	1 DL	300.00
Supreme Court	1 DL 12 VPT	1,200.00 12,420.00
Technical Education	17 DLPT	6,717.50

Agency	Project No. and Type	ETV In-Kind
University of S.C.	7 DLPT	\$ 2,310.00
	9 VPT	2,300.00
Vocational Rehabilitation	2 DLPT	825.00
Water Resources	1 DL	750.00
Total In-Kind Video Teleconference Resources		\$169,349.60
In-Kind Costs of Audio Bridge Use by Agencies (511 Audio Conferences (8,714 line/hours))		\$104,568.00
In-Kind Total		\$273,917.60

X. 1989-90 BUDGET EXPENDITURES

Internal Administration	
Personal Service	\$ 1,924,447
Other Operating Expenses	3,048,642
Educational Assessment and Program Development	
Personal Service	1,049,233
Other Operating Expenses	1,397,121
Television, Radio, and Other Production	
Personal Service	4,597,001
Other Operating Expenses	2,282,914
Transmission and Reception	
Personal Service	2,118,173
Other Operating Expenses	4,206,725
Employment Benefits	
Total Fringe Benefits	2,025,875
Other	
Capital Projects	3,102,325
Principal and Interest—IPP Note	1,448,550
Total Expenditures	\$27,201,006

Total Funding for Education in South Carolina



South Carolina Educational Television

Mission Statement: To provide a statewide educational radio and television network. The primary purpose of the network is to provide comprehensive educational opportunities to public schools, colleges, universities, and adult continuing education. The service is to support and enhance training for state agencies, private industry, and individuals, and to offer programs of cultural, historical, and educational significances to the general public.

Statutory Authority: Section 59-7-10, 20, 30, 40, 50, and 60 of S.C. 1976 Code of Laws and applicable regulations and provisions.

	1989-90 Actual Funds	FY 1990-91		FY 1991-92	
		Total Funds	General Funds	Total Funds	General Funds
Program Budget					
Internal Administration	5,374,212	5,632,529	3,465,028	5,702,341	3,499,250
Education Assessment and Program De- velopment	2,667,175	3,604,728	979,092	3,635,865	995,871
TV, Radio and Other Production	7,840,180	8,858,490	6,499,582	9,106,208	6,614,839
Transmission and Reception	6,768,564	6,752,795	6,179,449	6,982,441	6,223,989
Program Total	<u>22,650,131</u>	<u>24,848,542</u>	<u>17,123,151</u>	<u>25,426,855</u>	<u>17,333,949</u>
Object Budget					
Personal Service	11,714,729	12,776,338	10,948,485	13,002,651	11,159,283
Other Operating Expenses	10,935,402	12,072,204	6,174,666	12,424,204	6,174,666
Special Items:					
Debt Service	1,448,550	1,424,771	1,424,771	1,424,771	1,424,771
Capital Improve- ments		1,509,026	1,509,026	600,000	600,000
Object Total	<u>24,098,681</u>	<u>27,782,339</u>	<u>20,056,948</u>	<u>27,451,626</u>	<u>19,358,720</u>
Fund Source					
State	17,954,237	20,056,948	20,056,948	19,358,720	19,358,720
Federal	34,173	36,480		46,180	
Earmarked	6,110,271	7,688,911		8,046,426	
Fund Total	<u>24,098,681</u>	<u>27,782,339</u>	<u>20,056,948</u>	<u>27,451,326</u>	<u>19,358,720</u>
FTE Positions	371.55	408.55	355.45	408.55	355.45

	1989-90	FY 1990-91		FY 1991-92	
	Actual Funds	Total Funds	General Funds	Total Funds	General Funds
Program—Internal Administration					
*Personal Service	2,325,570	2,586,533	1,988,735	2,494,345	2,022,957
FTE Positions	(65.05)	(65.05)	(53.05)	(65.05)	(53.05)
Other Operating Expenses	3,048,642	3,045,996	1,476,293	3,207,996	1,476,293
Total Internal Administration	<u>5,374,212</u>	<u>5,632,529</u>	<u>3,465,028</u>	<u>5,702,341</u>	<u>3,499,250</u>

Objectives**

1. To provide general support service to all S.C. ETV operations.
2. To provide timely and orderly payment of legal obligations, recruitment of personnel, purchase and delivery of goods and services, and dissemination of information.
3. To insure adherence of all state and federal laws, regulations, and rules.
4. To provide meaningful and timely reports as required by regulatory authorities.
5. To plan and provide for long- and short-range fiscal means to carry out the agency's mission.

**Program—Education
Assessment and
Program Development**

*Personal Service	1,270,054	1,264,396	945,142	1,395,533	961,921
FTE Positions	(37.60)	(37.60)	(24.00)	(37.60)	(24.00)
Other Operating Expenses	1,397,121	2,340,332	33,950	2,240,332	33,950
Total Education Assess- ment and Develop- ment	<u>2,667,175</u>	<u>3,604,728</u>	<u>979,092</u>	<u>3,635,865</u>	<u>995,871</u>

Objectives**

1. To coordinate the planning and evaluation of educational programs for public schools, higher education, state agencies, industry, and adult continuing education.
2. To provide the general public with the opportunity to view programs of cultural, historical, and educational significance.
3. To seek out and promote cooperation between governmental agencies, industry, and individuals in obtaining funds and methods of delivery for programs that have been or are being developed.
4. To coordinate the planning and development of programs that are of interest to local audiences and promote local economic development.
5. To coordinate the planning and development of programs that provide the opportunity for teachers and others to continue their professional education.

	1989-90	FY 1990-91		FY 1991-92	
	Actual Funds	Total Funds	General Funds	Total Funds	General Funds
Program—TV, Radio, and Other Production					
*Personal Service	5,557,266	6,102,281	5,375,382	6,229,999	5,490,639
FTE Positions	(119.50)	(202.50)	(180.50)	(202.50)	(180.50)
Other Operating Expenses	2,282,914	2,756,209	1,124,200	2,876,209	1,124,200
Total TV, Radio, and Other Production	<u>7,840,180</u>	<u>8,858,490</u>	<u>6,499,582</u>	<u>9,106,208</u>	<u>6,614,839</u>

Objectives**

1. To provide the necessary facilities and equipment to produce broadcast quality programs.
2. To provide the necessary producers, writers, cameramen, and other technicians necessary to produce quality programs that can be used in classrooms, training, and for the general public.
3. Provide timely scheduling of program production.

**Program—Transmission
and Reception**

*Personal Service	2,561,839	2,823,128	2,639,226	2,882,774	2,683,766
FTE Positions	(103.40)	(103.40)	(97.90)	(103.40)	(97.90)
Other Operating Expenses	4,206,725	3,929,667	3,540,223	4,099,667	3,540,223
Total Transmission and Reception	<u>6,768,564</u>	<u>6,752,795</u>	<u>6,179,449</u>	<u>6,982,441</u>	<u>6,223,989</u>

Objectives**

1. To maintain the statewide ETV Network in a manner that assures daily service to public schools, colleges, universities, state agencies and the general public.
2. To assist local schools in planning, development, and installation of local reception and distribution systems.
3. To continue the development and completion of the statewide video-related educational system.

*Employer contributions are included in personal service cost.

**Effectiveness and efficiency measures are being developed.

XI. CHANGES IN ENABLING LEGISLATION

There were none.

